

LET'S SELL ICE CREAM



"THE WORLD'S FINEST FOOD"

Published at the Laboratory of the
ICE CREAM MERCHANDISING INSTITUTE, Inc.
Affiliated with
International Association of Ice Cream Manufacturers
Washington, D. C.



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Managing Director

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*A Corner of the Testing Laboratory of the
Ice Cream Merchandising Institute, Inc.,
Washington, D. C.*

Here ice cream combinations are developed and tested, under conditions approximating their use in the retail store.

Ideas and suggestions from the field are incorporated into formulae accurate for use in the store ice cream department.

Then through "Ice Cream Currents", published monthly by the Institute, these formulas are released for dealer use—bearing the stamp of approval of the Institute.





MERCHANDISING

--the Heart of Business

A Basketful of Ideas

In this book we have prepared a basketful of merchandising ideas—directed specifically towards merchandising ice cream and its associated products. Ice Cream is the magnet of your store and what a delightful magnet it is! “A perfect natural”!, you’ll say. . . . Start with generous, good ice cream scoops of sound business management, add the fresh, tree ripened fruits of practical experience—your experience and ours; garnish with the crunchy nut-meat kernels of food—store displays and advertising promotion; top off with the pure, cream whip of spotless, efficient service in a clean and restful store setting—there you have the substance of our new ice cream basket of ideas for better ice cream business and merchandising. Your customers will then be sure to crown you with the bright red cherry of precious profit; not to speak of the happy satisfaction you’ll have, in a job well done, which can also be measured in dollars and cents.

Good Merchandising

And speaking of dollars and cents, we’d like to spell “cents” “S.E.N.S.E.”. Dollars and SENSE, the simplest, truest definition we know, for good merchandising. We have said that good merchandising is the life blood of successful business. But that is just the emphatic way of saying that the difference between business success and failure is the extent to which you use good sense or intelligence, in working your investment of ice cream dollars at top speed for extra profit. That’s GOOD MERCHANDISING.

Quality Begets Confidence and Enthusiasm

Good ice cream merchandising always starts with a quality product, an ice cream that will *sell itself* on flavor, taste body and brand name, after you and your store make the first sale. Good merchandising would never think of risking your reputation or your business investment on an inferior product, or wasting sales effort on an unknown or unidentified brand. It is too costly, at best—and absolutely ruinous at worst. The secret of good merchandising is that it has no secret. It has confidence. It sells as it tells. By word of mouth—by store display—by menus—suggestion, window trims and other advertising—it continually creates customers, by spreading the good word about the good product.

Plan for Tomorrow

GOOD MERCHANDISING never rests on its laurels. It plans for tomorrow, as well as today, and everyone connected with a well merchandised product or store—from the manufacturer’s truck driver to the dispenser behind the counter—reflects this confidence and this enthusiasm. Thus good ice cream sales roll up on their own momentum, like a snowball rolling down! MERCHANDISING — when we define it in every day English probably is better understood as the actual selling of the product at a profit. It is the presentation of the product itself—in eye appealing, appetizing, fashion, at point of sale, with a selling message delivered by word of mouth, emphasized by window displays, store signs and back bar decorations.

Yes, MERCHANDISING is the HEART of BUSINESS.

MERCHANDISING—the heart of business—the heart—“the vital inner or chief part of anything; the center; the core”—so says one dictionary definition.

We believe that MERCHANDISING, in the light of this definition, is the heart of business and as you go through this book, accept some of the suggestions and apply them to your needs, check the results—you will agree that our designation will seem appropriate and justified.

In the present day tempo of strenuous living, medical and insurance statistics list heart disease first in the causes of death. People die when the heart fails to function, no matter what causes the failure. Isn’t the same true of business?

The Enthusiasm of Merchandising

The heart of man is defined “muscular organ which maintains the circula-

tion of the blood through the blood vessels of the body”. The body—yes, and the body of business, your business, might be considered production, in a sense, storage and distribution. To pump blood (in business we call it vigor, enthusiasm, pep) into the entire retail business organization, naturally, becomes the responsibility of the owner — the manager — the fountain manager or the merchandising manager.

No matter how fine a product may be produced, how well built the store, how modern the fixtures and ice cream department facilities might be, how adequate and accurate the service, when the enthusiasm of merchandising is lacking, the heart ceases to function, the business stops—another fatality is added to the list.

Yes—merchandising is the heart of business—its life blood “merchandising ideas.”

SPOTLIGHT

the Ice Cream Department

The greatest "customer pull" of the retail store, is the ice cream department. Its spotlighting will be, therefore, advantageous to every store operator, for not alone does it pull people into the store but it is a profitable department of store operation.

So that the ice cream department may be functioning for the store to its fullest, there are certain aspects which should be recognized as influences for success or failure.

Good Location and Modern Fronts

Good ice cream merchandising insists on choosing a good location for your store; and then makes the most of it! Rent is based on customer traffic outside your door; don't be afraid to pay a little more to be where the people you want to serve are in the regular habit of going. But wherever you locate, use modern store front and windows to attract favorable attention, modern displays to arouse interest, whet appetites, create desire! Good, high quality ice cream is the magnet that will draw them into your store . . .

Good High Quality Ice Cream Is The Store Magnet

. . . But only clean, efficient, appetizing preparation will *keep them*—and make them *your* steady customers. Locate your equipment so that it is convenient as well as attractive, for quick, easy service. If the store has an ice cream cabinet bring it up front to the position the soda fountain would normally occupy. Call attention to ice cream with a back bar for the cabinet and with suitable reminder advertising.

Let ice cream be working in the store, to the best advantage both for store and product.

Spotlight your ice cream department, remembering its magnetic power, and arrange your other profit-making departments so that they will benefit di-

rectly and naturally by being close to ice cream's "magnetic sphere".

Your windows are the "stop and come in" signal to passersby. "Stop" because that window arouses interest, stimulates curiosity, creates the buying mood—and "come in" to find the merchandise "staged" in this effective manner.

Before you can acquire that essential store circulation, sidewalk circulation must be diverted through the invitation and promise of your window messages.

Once in the store, the backbar is vitally important in arrangement and display and should not be neglected for a single day. True, it is *in back* of your dispenser, but it is always right *in front* of your customer; and an appearance of orderliness and appetizing suggestion, is invaluable in stimulating sales and bringing the entering customer directly to the ice cream department.

Above All, Cleanliness

If the principles of good merchandising are the Bible of modern business, then certainly, **CLEANLINESS IS THE DIVINE ALLY OF SUCCESS**, in selling good food ice cream. You may "get by" without streamlined modernism in your store, if you are selling a quality product; but you are doomed to a terrible business death—and deserve it—if you dish **DIRT** with "Lover's Delight", or **BUGS** with "Banana Split". This may sound harsh, but we cannot make it too emphatic. Immaculate cleanliness is the greatest single selling force in the business of dispensing any food to the consumer today. Not merely the store—the setting—must be clean; not merely the equipment subjected to the most rigorous sanitary supervision; but your **PERSONNEL**, in their personal appearance and their habits and handling of food, must be Model Citizens of Spotless Town.



Trained Personnel

Your personnel are the standard bearers of your business. To your customers they are the only genuine *public* expression of your *private* ideas. Neither slashed prices, nor subtle smiles, can serve to savor the sour taste of slovenly service. But proper training in good ice cream merchandising will make everyone in your employ a tribute to your success.

Showmanship in Service

With your windows "promise", your back bar enticement, personnel and equipment shining spotlessly — one more step will lift your ice cream department into a class by itself—Showmanship in Service!

For instance, place one type sundae in a certain type glass, another in a differently designed container. You like a change of costume, wear different type clothes for different occasions.

The "dress parade" of sundaes helps create a food fashion show for varying customer desires.

The garnish on the plain dish of ice cream. Different ice cream flavors for customer demands. New combinations of cakes or cookies served with ice cream dishes. These all add that "intangible"—dramatize your ice cream department. Phases of showmanship which help enormously in sharpening anticipation in the customer's mood and in creating interest for your ice cream department.

Good Formulae—Properly Used

We must "follow through" our spotlighting and showmanship with good formulae, properly used—consistently made from quality ingredients. The product must live up to the setting you have created for it. You can afford no shoddy merchandise—if you are to spotlight your ice cream department to success.

CLEANLINESS — First on Your "MUST" List

D A N G E R O U S :

to Sales

"Foggy" looking Glassware
Splattered Backbar
Spotted Soiled Menus
Sticky Strawholders
Greasy Dark Sandwich Boards
Cigarette burned shelves
Once white tile now grey
Light globes harboring dead flies
Linty, greasy back bar tops
Dirty Towels hung to dry
Sour Syrup in unclean jars
Soiled Linen
Finger nails in mourning
Dirty Egg and Fruit Bowls
Wet Tarnished Spoons
Sticky chair seats
Napkin cluttered floors
Sinks full of muddy looking water
Clogged waste chutes
Paint worn from surfaces
Doilies curled from age
Stale looking displays
Sticky table and counter tops
"Catch-all corners"
Unsanitary refuse containers

John Wesley, in his sermon "On Dress" said, "Certainly this is a duty, not a sin; cleanliness is indeed next to Godliness".

Schedule Your Weekly Duties Lighten the Daily Load

Divide what has to be done every week into 6 parts.

Have a set day for doing each task. This will insure all the work being done easily and systematically.

Plan light cleaning only for Sunday.

For example:

Monday

Pull all syrup and fruit jars, soap and rinse trough. Empty the jars (one at a time) in a container and wash thoroughly, and dry. Place pump in sink and pump hot water through; rinse in cold water and dry. Don't pour syrup into warm jar. Clean coffee urn. Thoroughly clean dipper wells. Unscrew nozzles of draft arms and clean thoroughly. Clean, polish draft arms and all pumps. Polish cabinet tops, well lids underside, work-boards and sinks. Check counter slab, tools and front of fountain. Clean under fountain. Sterilize refuse chute and container.

Tuesday

Remove everything from back-bar slab. Wash and polish mirror. Do not touch strips. Scrub back-bar slab, wipe down and polish all woodwork. Don't use soap on woodwork. Don't use metal polish on chromium plated parts. Scrub shelves in back-bar—keep shelves free of dead merchandise. Rub down all pumps and draft arms with damp towels, followed with dry towel. Polish cabinet tops, work-boards and sinks—check counter slab, stools, tables, chairs, and front of fountain. Sterilize chute and refuse container to kill bacteria odor. Clean under fountain, wash floor.

Wednesday

Repeat Monday's duties exactly except check back-bar instead of Fountain slab, front and stools.

Thursday

Clean and polish all silverware, glasses, china-ware, straw holders, spoon holders, shakers, malted milk machines, etc. Make them sparkle. Wipe off draft arms, pumps. Polish cabinet tops, underside of well lids, work-boards and sinks. Sterilize refuse chute and container.

Friday

Follow Tuesday's routine exactly, except remove streamers and replace them with clean ones, and change streamer positions.

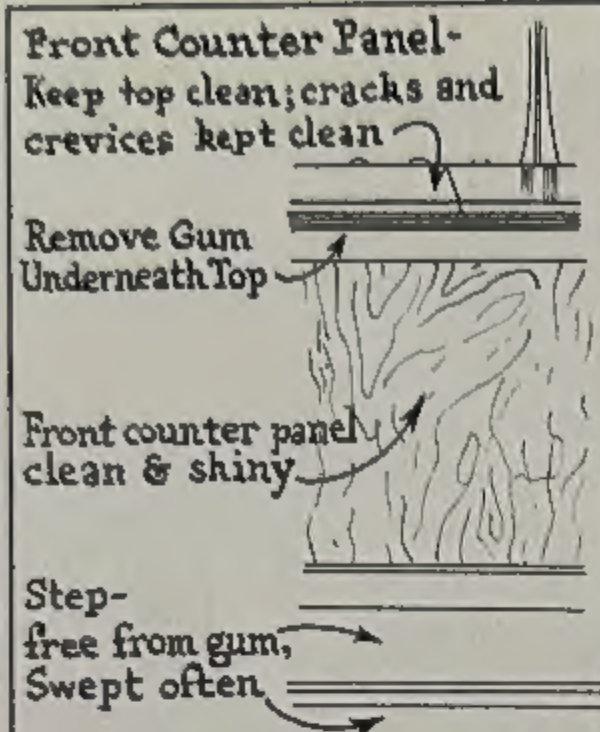
Saturday

Clean, sterilize refuse chute and container. Polish draft arms, pumps, work-board, etc. Pull all ice cream cans (one at a time) wash down wells with hot water, being sure to get bottom clean; use a sponge and pan. Keep wells defrosted (leave tops open if badly frosted, apply hot water with sponge, then frost can be taken off by hand). Don't use pick. Scrub floor racks. Clean coffee urn.

Sunday

Attend to miscellaneous duties. Do light cleaning only.

**INCLUDE
THESE
IN YOUR
"CLEAN-UP"
CAMPAIGN**



Stool-

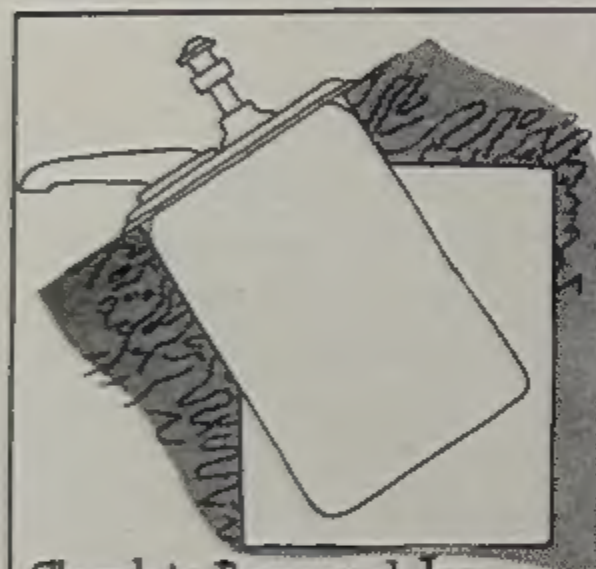


**Remove Nozzles-
Clean and
scald**



**If waterbath-
change and clean often**

Milk
Compartment
wash with
suds-
rinse well



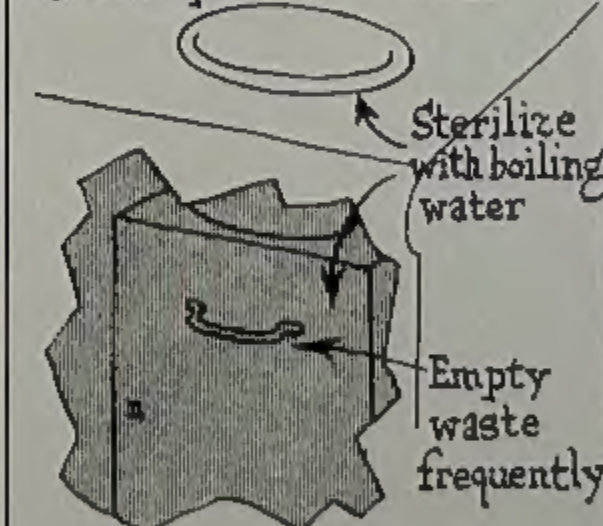
Chocolate Pump and Jar:
Empty, Scald, & Dry Thoroughly Daily.
Wash and dry all other
jars before filling.



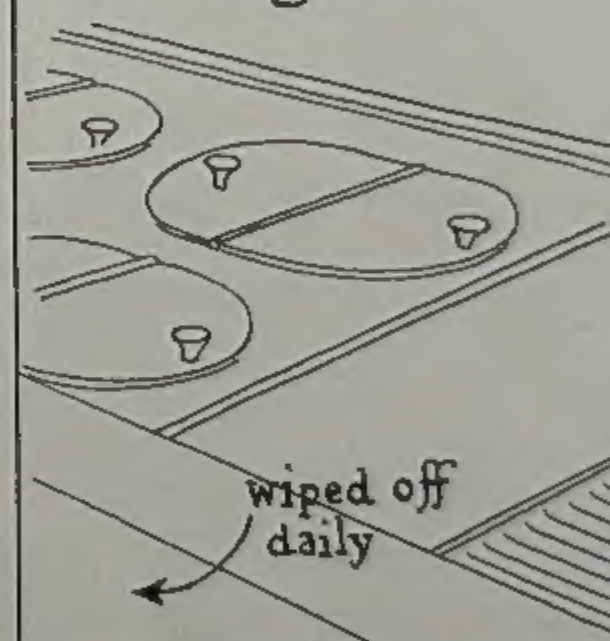
A Vital Spot!
Lid hinges,
keep them
immaculate

Remove frosting; never
use a pick

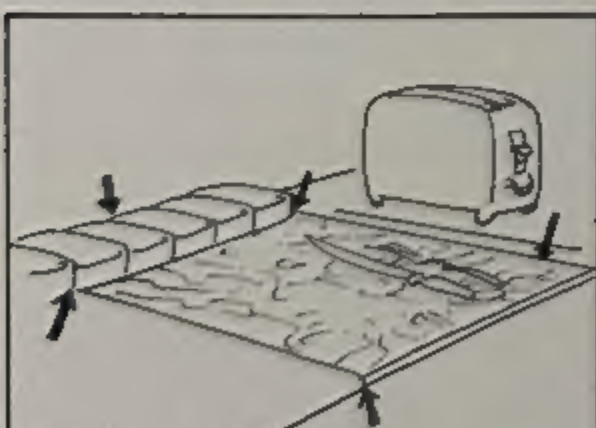
Rinse and Clean Dippers
and Well with
boiling water;
change water
bath frequently



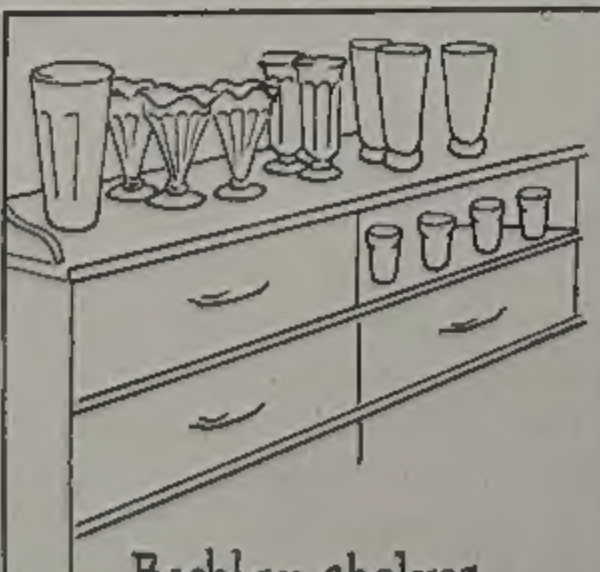
Wash daily with a
non-grit soap



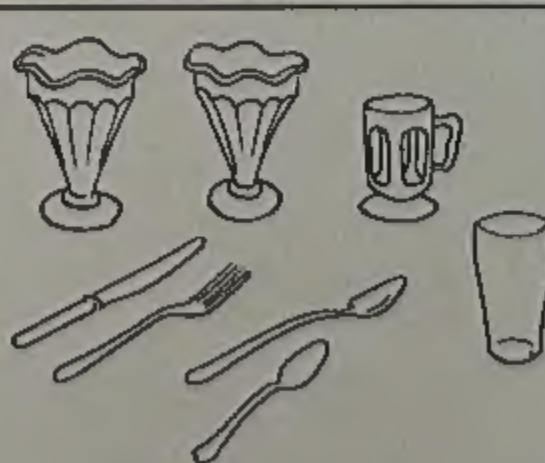
That shiny
fountain means nothing
if you neglect the
underneath



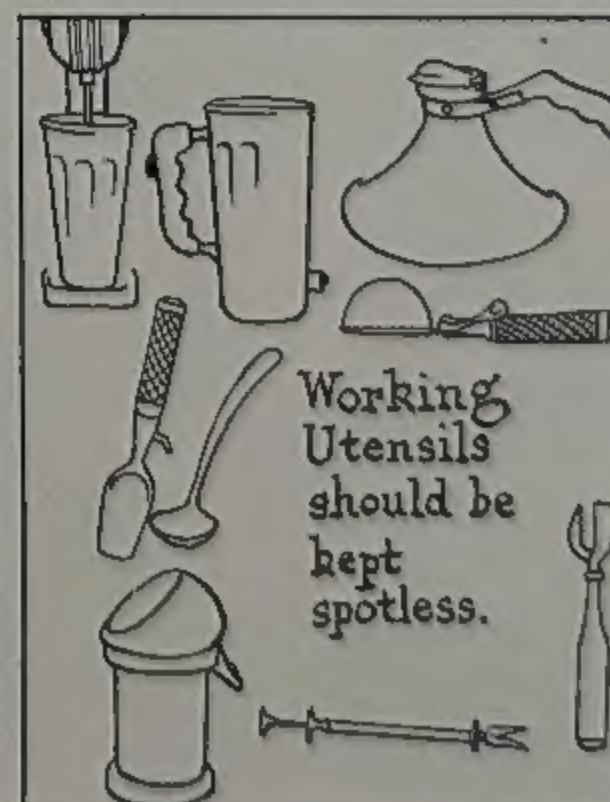
Cracks and crevices
get filled with grease
and crumbs unless
cleaned frequently.



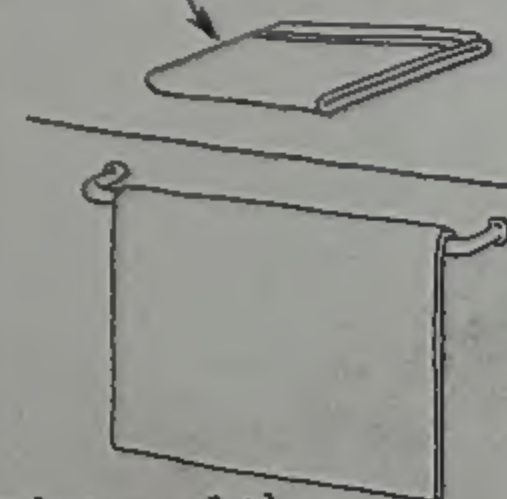
Backbar shelves
cabinets & drawers
need constant
attention!



Glassware, silver, etc. -
Sparkling from proper
cleaning and polishing.
Sterilize other utensils.



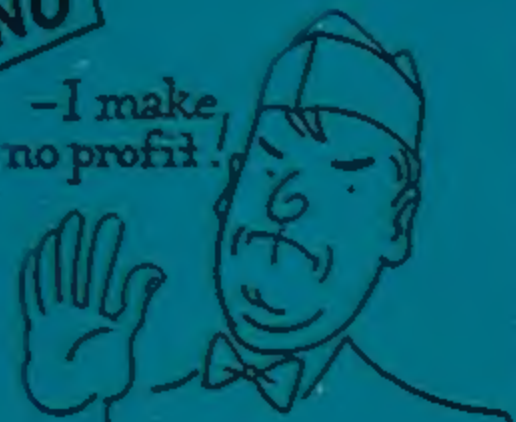
Keep bar towel clean & neatly
folded - and put in right place




Polishing cloths-
clean and in place

SAY "YES" TO YOUR "DIPPERS"

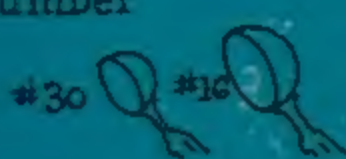
NO -I make no profit!



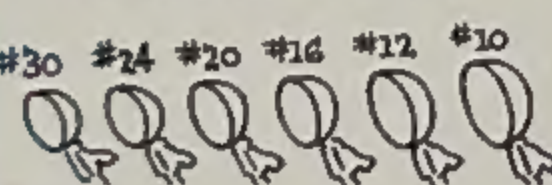
YES -there is profit in Ice Cream!
... When properly handled, and enthusiastically featured!



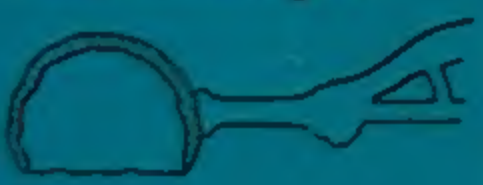
✗ He has improper tools-in dirty condition
Wrong sizes-Insufficient number




✓ Proper Tools:
Clean and sanitary
-Correct sizes and sufficient number



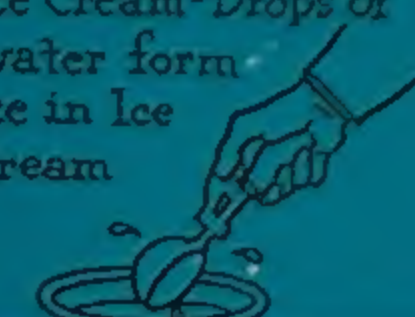
✗ Wrong kind of dippers-Bent and dull edges



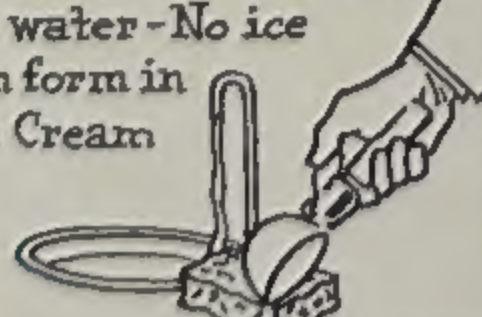
✓ Right kind of dippers-Sharp and shiny edges




✗ He goes from dirty dipper-well direct to Ice Cream-Drops of water form ice in Ice Cream



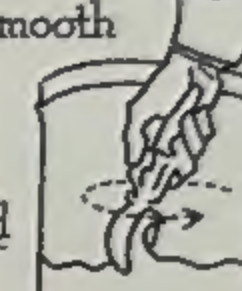
✓ Sanitary Dipper-Well...
Tap scoop on Cellulose sponge or folded towel to remove all water-No ice can form in Ice Cream




NO He jabs dipper into Ice Cream...Pushes down with all his weight...Profits "Gone with the wind"
-Draws to side of can with main force...Presses a lot of Ice Cream into a small looking dip.



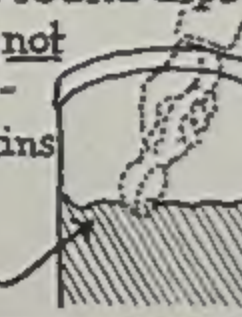
YES Dispenser moves sharp-edged dipper in circle...cuts ribbon of Ice Cream off surface...lightly rolls it into smooth round ball
...Profits dished out, not squeezed out!




✗ He keeps jabbing with dipper...makes a hole way down in center...Uses heavy pressure...Digs the Ice Cream out by main force
Texture is ruined
[Ice Cream becomes frosty]




✓ Dispenser continues to cut Ice Cream as above -
Uses moderate pressure...
Cuts out nice round dips -
Ice Cream is not compressed -
Texture remains consistent.
[No frost in Ice Cream]




✗ His coat sleeve gets smeared with Ice Cream -
[He digs with force]



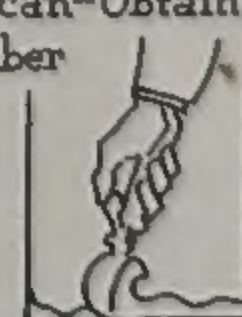
✓ Coat sleeve is kept clean -
[He dips with dipper]



✗ He finds it necessary to scrape Ice Cream from sides of can-Shoves Ice Cream down to fill up hole -Further reduces number of dips available



✓ Dispenser continues to cut Ice Cream from nearly level surface right to bottom of can-Obtains greatest number of dips. Profit has been dipped out, not pushed out of can



The reason that there is a difference in the gross profit one dealer makes, versus another, is that one dealer tries to follow the correct methods for handling and dispensing Ice Cream. The answer to correct dipping is simple, as you will note from the chart.

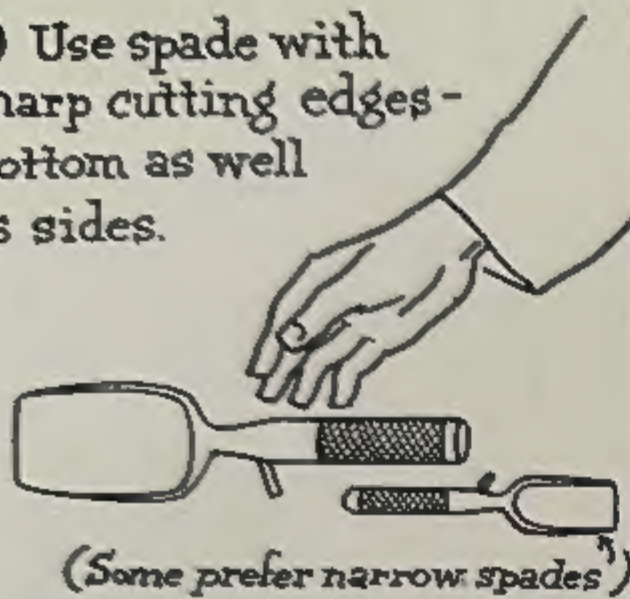
The right way is to roll the Ice Cream into the disher by circular strokes, the first dipper taken at edge, or by a straight stroke across the can, following around until an even layer is removed.

Removing one layer at a time all the way down, enables you to "cut" each serving without crushing. By lowering the surface of the Ice Cream evenly, each can will yield a satisfactory number of servings, and will prevent soft Ice Cream, and eliminate ice crystals.

The temperature of the Ice Cream "wells" must be kept at a degree making it unnecessary to use undue pressure in dipping. Digging and overdipping are enemies to Ice Cream profits.

ICE CREAM TO CARRY OUT

- ① Use spade with sharp cutting edges - Bottom as well as sides.



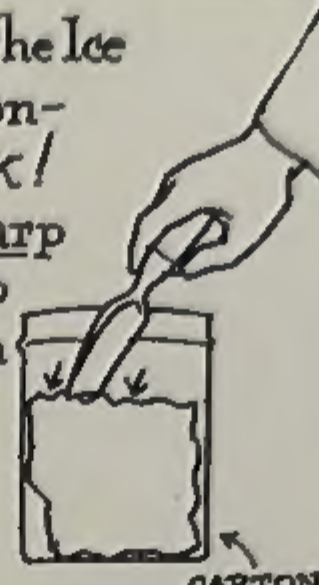
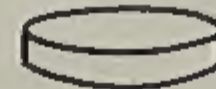
- ② Cut out large piece of Ice Cream as near as possible shape of carton, round or square -



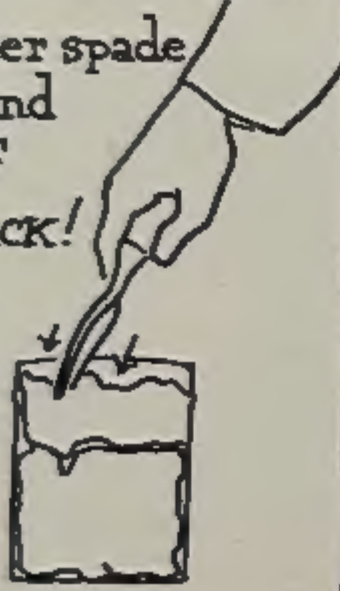
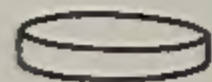
← see diagram #7



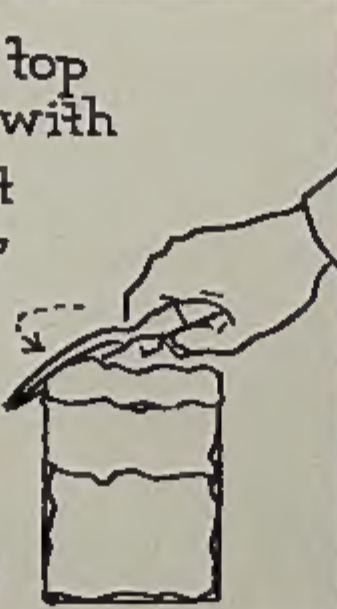
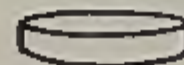
- ③ Gently lay the Ice Cream in carton - **DON'T PACK!** Simply use sharp end of spade to push Ice Cream into corners of carton.



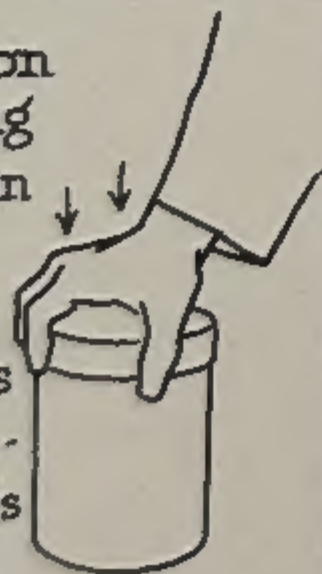
- ④ Take another spade of Ice Cream and place on top of first. **DON'T PACK!** Force out any vacant pockets with sharp end of spade...



- ⑤ Round the top of container with third and last spade. **DON'T PACK** with spade!



- ⑥ Put cover on carton, pushing Ice Cream down to the top of carton level. (The packing has been done once - not several times as is generally done!)



- ⑦ If square carton is used follow same procedure. Do the packing when closing the cover!



ISN'T IT THE LITTLE THINGS THAT COUNT?

A proprietor who sets an example of genuine welcome and friendliness.

Spotless, sparkling windows and mirrors throughout.

Light and plenty of good light.

Color—lots of it—the right kinds.

Atmosphere—high class but not high brow.

Fresh air without uncomfortable drafts.

Equipment bought with the consumers' service and comfort in mind.

Comfortable stools—with no jagged edges to tear clothing or hose.

Clean counters—not sticky under edges.

Dirty dishes quickly cleared away—out of sight.

Signs, menu descriptions, streamers and cards that tell the TRUTH.

Menus made and checked so that "scratch outs" and "write overs" are unnecessary.

A place where one can order with confidence, where food chosen will be good and worth the price.

The kind of place where people like to gather.

Clean, readable, well worded, well arranged menus.

A few good things to choose from rather than many "not so good".

Quiet and smooth operation. No "yelling" clerks—no "banging" of dishes.

Smiling clerks—a sincere smile—not just a facial contortion.

Clerks with health certificates, who look and are healthy.

Clerks ready with suggestions—yes,—“high pressuring”—never!

Pleasant service—by a clerk interested in the buyer's wants.

A staff alert to customers wants—not gossiping in groups while customers fidget.

Sterilized glassware—or sanitary paper service from sanitary dispensers.

Drinking glasses washed free of lipstick.

Dependable ice cream dishes, uniformly made, same proportions each time the dish is prepared.

Care in filling orders accurately.

Tasty food—well prepared—served promptly.

Care in serving *neat* dishes—no syrup running over—no foam on the *outside* of container.

Food that comes up to the description on menu and signs.

Care in *finishing* the order of one customer before leaving him for another.

The check presented with a smile and a “thank you”—not thrown at the customer, or dropped in a damp place on the counter.

A staff whose “thank you” for payment is a real invitation to come again.



REFINED SERVICE AND SERVICE DEFINED



1. Self inspection for appearance. Tie, uniform, person, hair, nails, hands, etc.



2. Meets proprietor. Gets instructions for the day. "Enthusiasm and interest pays."



3. Studies and memorizes menu. Checks specials for day. Notes prices.



4. Behind fountain. Mind on the JOB! Pleasing smile, ready to serve.



5. The service. Menu, glass of water, paper napkin or doily and a suggestion.



6. Taking the order. Listens attentively and repeats order. Avoids making customer repeat!



7. The service. Pleasant, quiet, dignified and accurate.



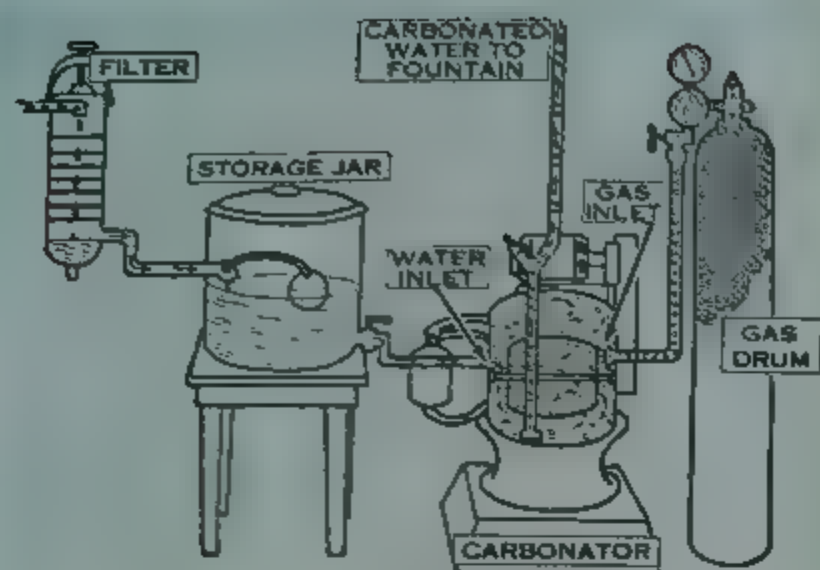
8. Presenting the check and a sincere "Thank You".



9. Watches for additional wants. Refills glass removes dishes not in use. Detects opportunity for additional sales.



10. The "Thank You" repeated. Cashier again thanks customer upon presenting the check.



CARBONATION

Location of the Carbonator

Carbonators, like any other machinery require a certain amount of attention, and it is best that they be located in an accessible spot so they can be examined occasionally and oiled to prevent excessive wear. If placed in the basement, it should be kept away from furnaces or other heating apparatus, and the tubing leading to and from the carbonator to the fountain should not be placed near pipes which provide building heat. It is an oft-repeated fact that warm water prevents good carbonation, and it is obvious, that such precautions should be taken to secure the best possible carbonation. If it should be necessary to place pipes close to heating lines, they should be enclosed in a conduit or round asbestos pipe insulation at the points that come near these lines.

What Gas Pressure to Use

It is important to realize that water temperature may vary considerably. This is particularly true when the carbonator is located in a room having a fairly high temperature. To provide for all such factors, it is strongly recommended that a pressure of 125 pounds be used, unless the temperature of the room in which the carbonator is located is less than 56 degrees (in most cases better results can be obtained by using 150 pounds). This practice will give you best results.

Filtering Water

There are very few places where the installation of a filter and storage tank will not improve the quality of the water used in the carbonator and save gas as well. The filter, which should have a capacity in excess of the largest load it will be called upon to carry, will purify the water, remove small particles of dirt and sand and prevent their lodging under the carbonator check valve, thereby eliminating leaks at this point.

Air Kills Carbonation

The most common preventive to carbonation is air. Air is usually drawn into the carbonator when directly connected to a city line or other line where the water is under pressure. As evidence of this we call your attention to the milky appearance often noticed when drawing water from a faucet. This is caused by an excess of air which escapes quickly if allowed to stand.

In order to eliminate as much air as possible it is decidedly an advantage to use a storage tank as shown. This tank should be placed so that the bottom is slightly higher than the pump intake of the carbonator. In this way, the only pressure on the pump is a slight gravity pressure, and the air in the water has a chance to escape before it is drawn into the pump, because the storage tank is open to atmosphere, and a constant

level is maintained by the use of a float, which controls the inlet valve to the tank.

Another advantage of the storage tank is that it will allow all grit, scale and dirt particles to settle out of the water before it is drawn into the carbonator. A standpipe, one inch above the bottom of the storage tank, if the tank has a bottom outlet, or a side outlet, one inch above the bottom is desirable.

The improvement in the quality of your carbonated water, the freedom from leaks, and the resultant gas saving will more than pay the cost of the filter and storage tank installation.

Grease a Foe to Carbonation

Another source of trouble to the operator who is eager to secure perfect carbonation is the presence of grease in his carbonator. Unless due care is exercised a great deal of trouble will result. Grease may be carried to the carbonator, through the supply pipes, unless they are thoroughly cleaned when the machine is installed. Using white or red lead too freely when making the installation will also cause trouble, as this will gradually work into the pump and the machine. To cleanse a machine which has picked up grease in one way or another, use a hot solution of sodium carbonate (soda ash), in the proportion of 1 pound of soda ash to 1 or 1½ gallons of water. Run this solution through the machine several times and finally flush with clean water.

Where Most Leaks Occur

Most gas leakage is the result of defective couplings, hose and other appliances used in connection with the gas. Be sure to have good, sound washers in all couplings and inspect them frequently. Check connections to see that they are properly tightened. An occasional test for leaks of soapy suds applied to the couplings and connections is good insurance. Leaks are shown by bubbles formed by escaping gas. The slightest leakage of gas, if allowed to continue, will in the course of a few days or a week result in the loss of the entire contents of the cylinder.

Proper Fountain Refrigeration

It is an axiom in beverages that very cold water holds its carbonation. This is a prime requirement of the successful fountain.

After the water is carbonated, the next task is to get it into the customer's glass so that he may drink and enjoy the zest of the carbonation before it bubbles away and leaves the water flat. It is well for the fountain operator to test the temperature of his carbonated water almost daily with a thermometer to assure himself that he is getting maximum refrigeration results from his fountain. The temperature of the carbonated water should always register below 40 degrees, as water above 50 degrees will quickly lose its carbonation.

Carbonation

CARBONATION is a subject of vital importance to the soda fountain operator. Despite the quality of ice cream and syrups used in the preparation of an Ice Cream Soda, the carbonated water must be right, otherwise the result will be a flat soda. Instead of customer satisfaction, your patron on his next trip to your store, should he return, will buy a bottle of carbonated beverage, which naturally means loss of fountain volume.

For Beginners

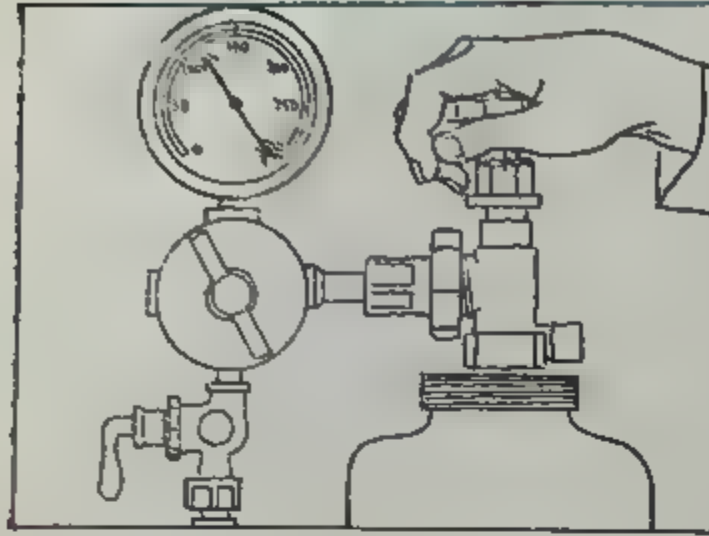
To the beginner a carbonator seems to be a complicated machine. To understand its operation and purpose we will explain it briefly, in simple non-technical fashion.

Just imagine that all this complicated looking machinery is a 5 gallon tank with a rounded top, and in the tank are paddles which revolve at certain times.

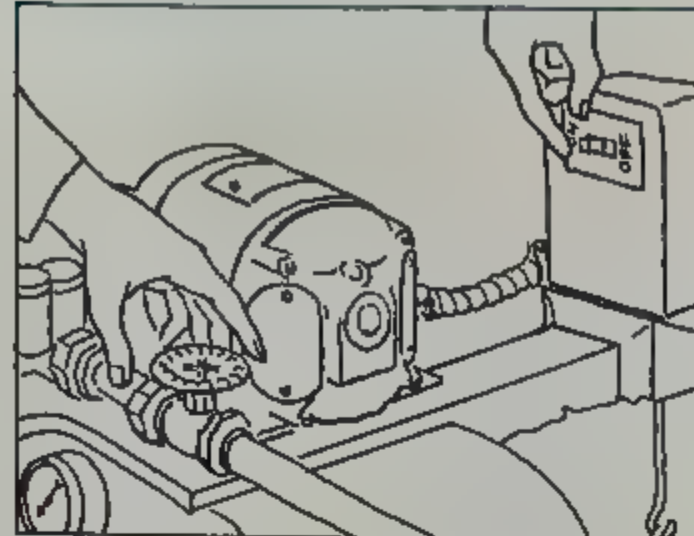
The carbonated water is held in this tank. When you have used up the full 5 gallons of carbonated water, the machine turns itself on automatically and the paddles start spinning around inside the tank. At the same time, the city water, in spray fashion, enters the tank, and carbonic gas is automatically released from the drum into the carbonator tank. With the churning paddles, gas and water are mixed together. These paddles are called agitators. When the full 5 gallons of carbonated water have been made in this manner, the machine shuts itself off automatically and does not turn on again until the water reaches the low level which automatically turns on the electric switch.

While the carbonated water is in the tank or in the pipe line the gas is held in the water. Incorrect dispensing from the draft arm, or over stirring a drink, or pouring carbonated water from one glass to another, will reduce the amount of carbonation and cause flat drinks.

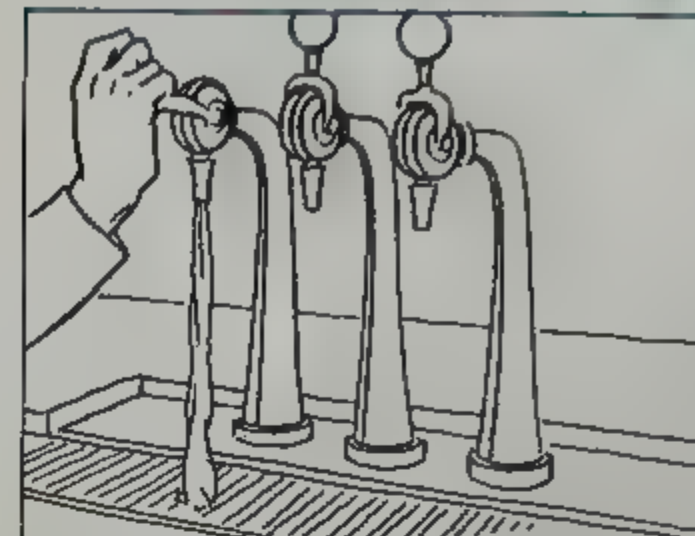
CLEAN THE CARBONATOR AT LEAST ONCE A YEAR



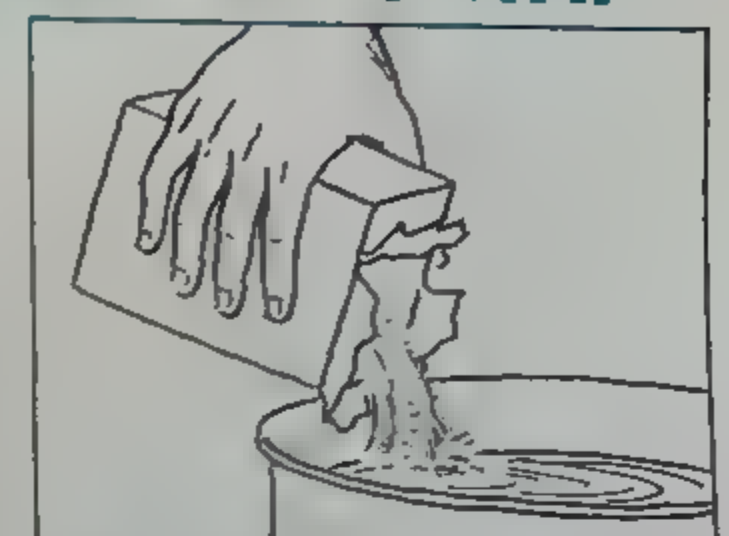
1. Turn gas off at gas drum.



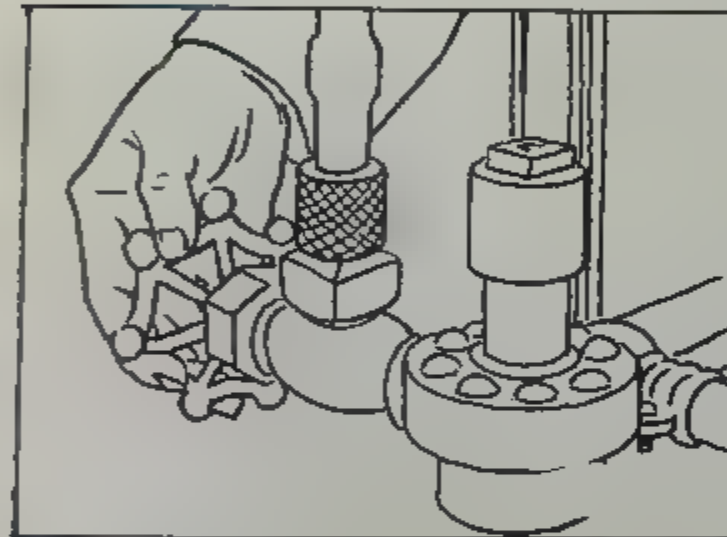
2. Turn off electricity and city water running to carbonator.



3. Turn on carbonated water at draft arms at the fountain. Let run until all water and pressure has stopped.



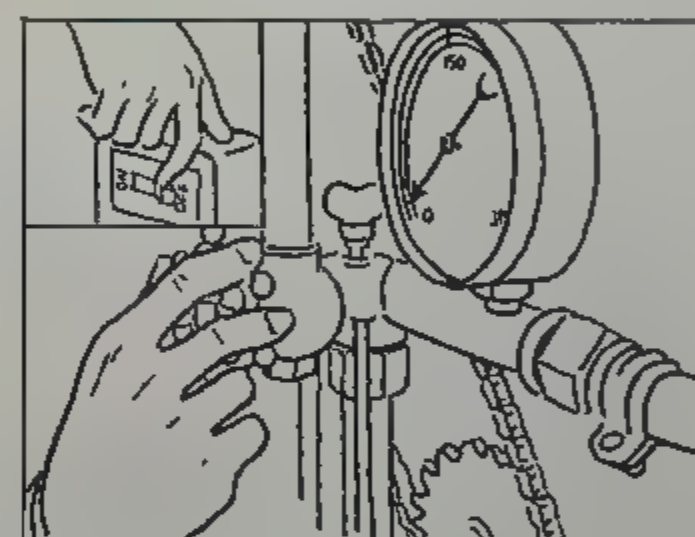
4. Into 5 gallons of water thoroughly dissolve 3 lbs. of baking soda.



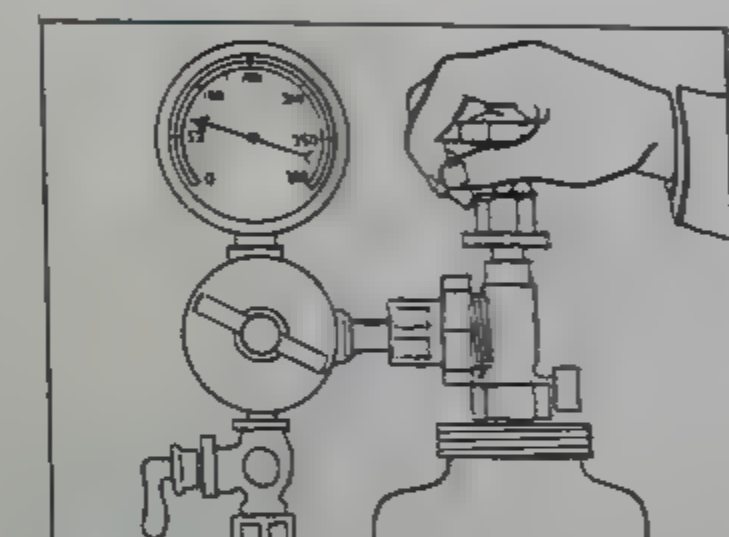
5. Disconnect block tin carbonated water line leading to fountain.



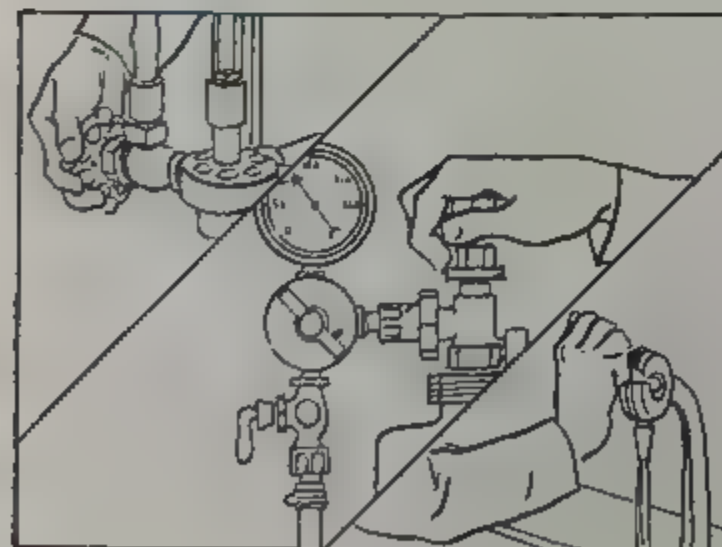
6. Using a funnel and short piece of hose, pour the solution into carbonator, opening the air valve while doing so.



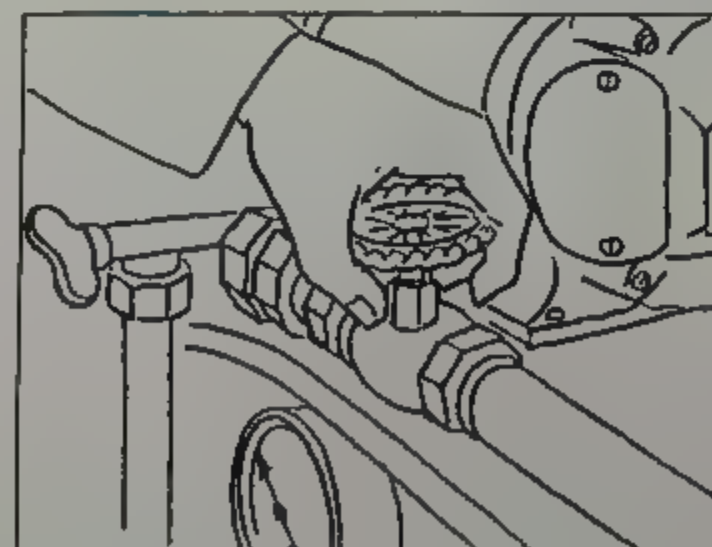
7. Shut the air valve and turn on electricity. Let carbonator run for a few moments.



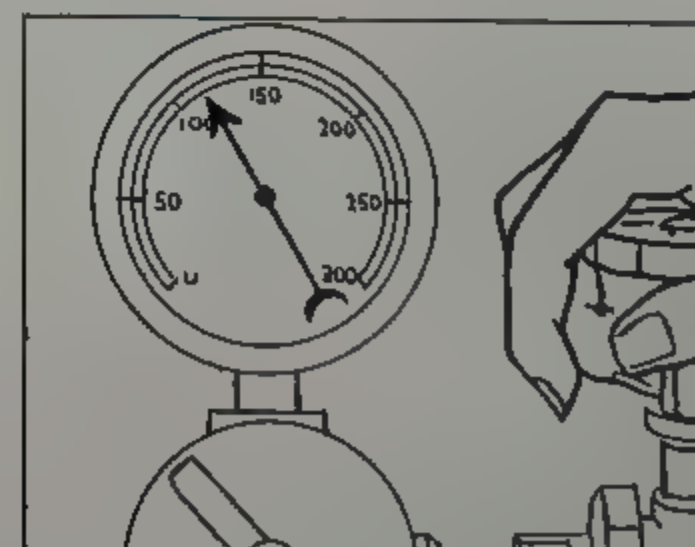
8. Turn gas drum on. Allow gauge to go to 60 to 70 lbs. pressure.



9. Connect the fountain block tin line back on carbonator. Turn gas off at gas drum and draw the soda solution through all the draft arms.



10. Turn on city water, electricity, and allow carbonator to fill $\frac{2}{3}$ full. (See glass gauge on front of carbonator. Allow 60 to 70 lbs. pressure to register on gas drum gauge. Allow this rinsing solution to run out at draft arms.



11. When all rinse water has been drawn out, turn on city water, electricity, and turn gas drum on slowly so that pressure goes back to normal 120 lbs. Let carbonator run until it shuts itself off.



12. Test carbonated water by tasting. If any taste of soda remains in carbonated water, run off carbonated water at draft arm until there is no trace of the soda taste.

ICE CREAM SODA MAKING in 5 easy steps



1. Into a soda glass dispense 1½ ounces of crushed fruit or syrup. Into this, stir one soda spoon whipped cream or ice cream.
2. **PRECAUTION.** Unless carbonated water has been recently used, and to assure cold, sparkling soda, draw off and discard a glassful.
Note: Use thermometer occasionally to check degree of water. *It must be cold.*
3. Draw carbonated water by placing hand over right hand side of draft arm faucet. This gives wrist control rather than arm control and prevents splattering. Turn glass in circular motion while adding fine stream directed to the side of circling *tilted* glass. (Carbonated water will go down under the syrup and mix readily.)
4. When glass is two-thirds full, add generous portion of Ice Cream. Face customer.
5. Finish by filling glass with fine carbonated water stream, slow pressure directed to side of glass and always away from Ice Cream. Some localities prefer to have soda finished with coarse and fine streams alternately.
When soda has a good foamy head, add whipped cream or other topping suggested in the formula.



You now have a soda that has been skillfully prepared. It is a real business builder. Enhance its eye appeal with whipped cream and a bright red cherry, pineapple cube, sprig of mint, or other suitable garnish.



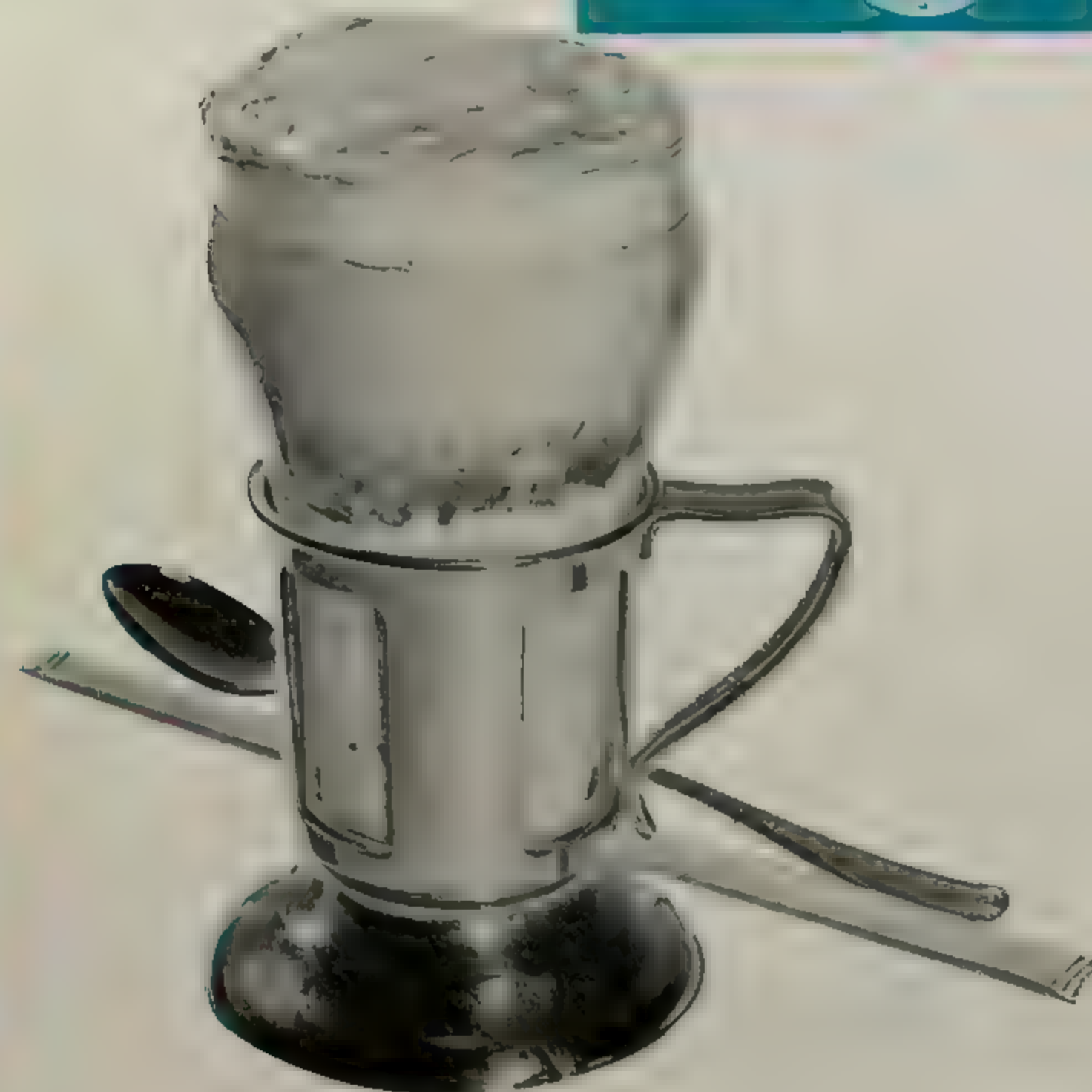
STRAWBERRY UP-SIDE-DOWN SODA

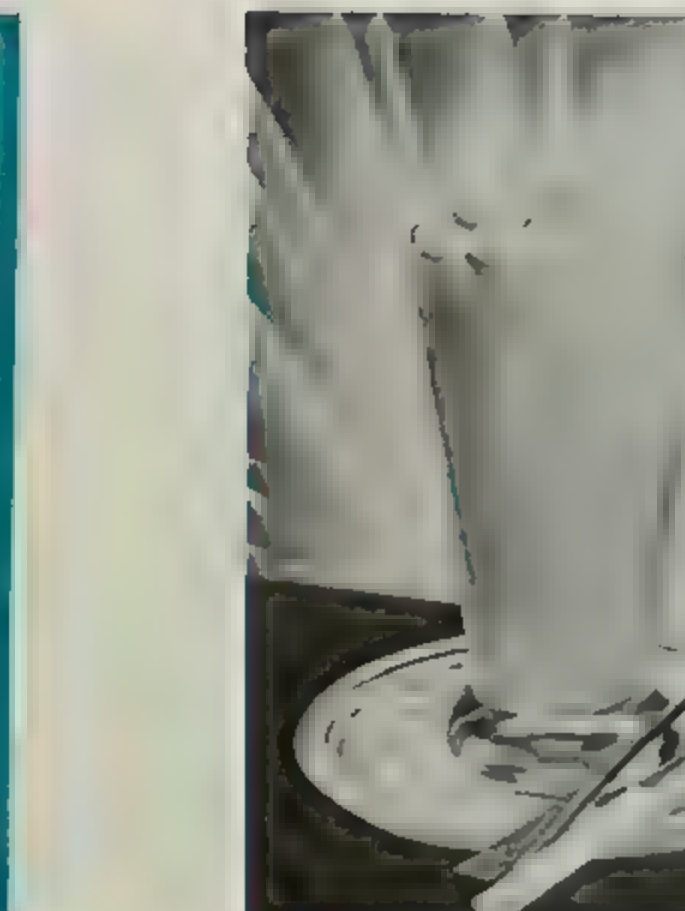
Into a narrow-bottom, wide-top soda glass place 2 No. 20 dippers of Vanilla Ice Cream. Add $1\frac{1}{2}$ ounces of Crushed Strawberries. Fill glass with fine stream of carbonated water and top with Whipped Cream. This soda is the pride and joy of ice cream lovers in the Nation's Capital City.



BOSTON ROOF ICE CREAM SODA

Into a thin blown 14 ounce soda glass place $1\frac{1}{2}$ ounces of Bittersweet Chocolate Syrup. Stir in 1 ounce coffee cream. Fill glass two-thirds full with fine stream of carbonated water. Add 2 No. 20 scoops of ice cream, finish with fine stream carbonated water. Top with Whipped Cream and a generous serving of salted peanuts.





ORANGE BLOSSOM SODA

Into a 14 ounce thin soda glass put 1 1/4 ounces of Orange Syrup. Stir into this a soda spoon of ice cream or whipped cream. Fill glass two-thirds full with fine stream of carbonated water. Add 1 No. 20 scoop of Orange Sherbet and 1 No. 20 dipper of Vanilla Ice Cream. Finish filling glass with fine stream of carbonated water and top with whipped cream.

OLD FASHIONED VANILLA SODA

Into a 14 ounce thin soda glass put 1 1/2 ounces of very good quality Vanilla syrup. Stir into this a soda spoon of ice cream or whipped cream. Fill glass two-thirds full with fine stream of carbonated water. Add 2 No. 20 dippers of ice cream. Finish filling glass with fine stream of carbonated water and top with whipped cream.

NECTAR ICE CREAM SODA

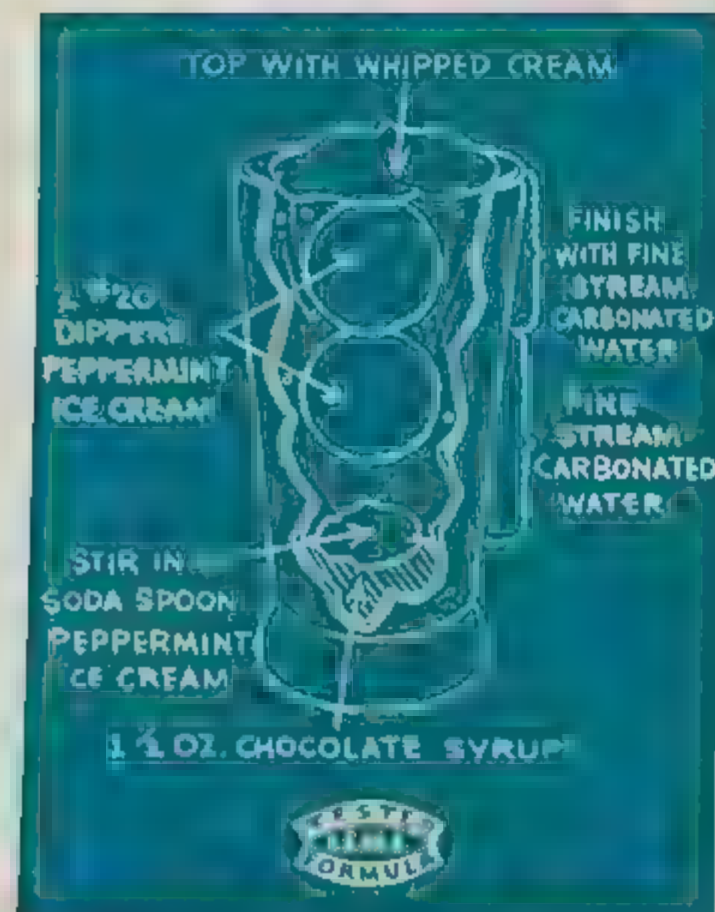
Into a 14 ounce thin glass put equal parts of Lemon, Orange, Pineapple and Grenadine (or Cherry) Syrups, so as to make a total of 1 1/2 ounces of Nectar Syrup. Into this stir a soda spoon of Vanilla Ice Cream. Add fine stream of carbonated water until glass is two-thirds full. Then add 2 No. 20 scoops of Vanilla Ice Cream and finish with fine stream of carbonated water. Top with Whipped Cream.



CREAM DE MENTHE SODA

Into a thin blown soda glass place 1 1/2 ounces of Creme De Menthe. Stir in a soda spoon of Vanilla Ice Cream. Add fine stream of carbonated water until glass is two-thirds full. Then add 2 No. 20 scoops of Vanilla Ice Cream and finish with fine stream of carbonated water. Decorate with a Sprig of Mint.





CHOCOLATE PEPPERMINT SODA

Into a thin blown 14 ounce soda glass, put 1½ ounces of Chocolate Syrup. Stir in a soda spoon of Peppermint Ice Cream. Add fine stream carbonated water until glass is two-thirds full. Then add 2 No. 20 scoops of Peppermint Ice Cream. Finish with fine stream of carbonated water and top with Whipped Cream.

All fagged out? "Pep up! with a Chocolate Peppermint Soda"—This is an outstanding soda and to do a real outstanding selling job, try the following method: Trim your store inside and out with attractive Peppermint Soda banners and streamers.



Then turn on the Sizzle! Pour some oil of peppermint into a fly spray gun and spray it around the store occasionally. The customers will come in and "Ah!! Gee, that smells good! — Somebody drop the peppermint bottle?"—Then, the smiling clerk replies "No sir (or ma'am)—you smell peppermint, and Chocolate Peppermint Sodas are featured this week at our fountain."—You won't have to *sell* the customer he will have to have a lot of will power to resist walking right to the fountain and ordering "one of those swell smelling Chocolate Peppermint Ice Cream Sodas". For variety, serve this soda with Michigan Mint Logs.



"BING" CHERRY ICE CREAM SODA

Into a 14 ounce soda glass put 1 ounce Cherry Syrup and 1 soda spoon of Ice Cream. Blend the ice cream and syrup thoroughly, into a smooth mixture. Add fine stream carbonated water until the glass is two-thirds full. Add 2 No. 24 scoops of Vanilla Ice Cream and top with a ladle of Bing halved Cherries. Finish with coarse and fine stream carbonated water, add spoon of Whipped Cream and garnish with a whole Cherry.

ANGOSTURA PINEAPPLE SODA

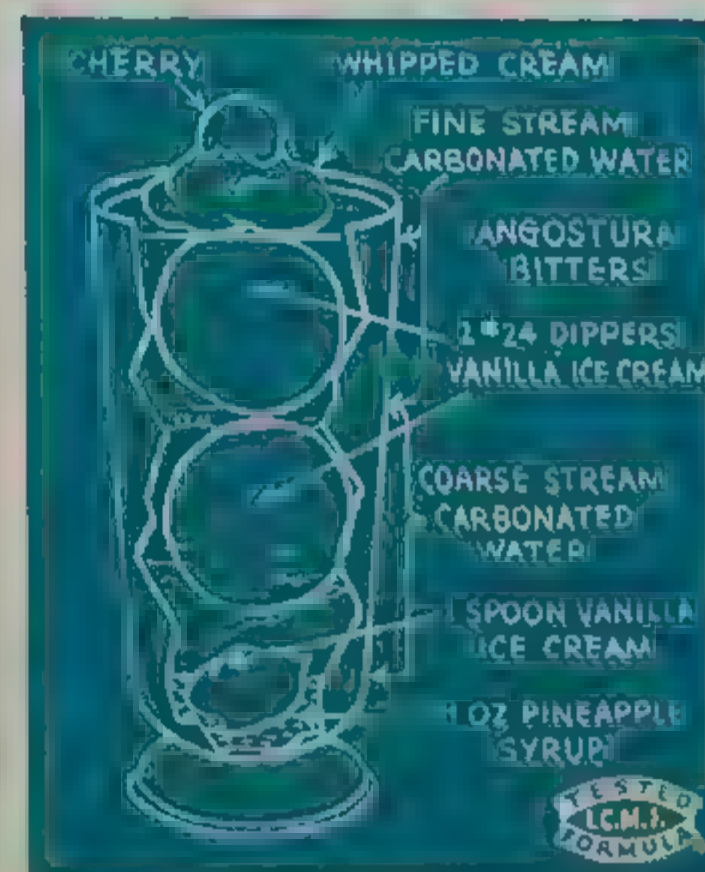
Into your regular soda glass put 1 ounce of Pineapple Syrup if a 12 ounce glass is used (1½ ounces of Pineapple Syrup if using a 14 ounce glass).

Into this syrup add 1 soda spoon of Vanilla Ice Cream, stirring vigorously until it is blended well into the syrup.

Remove the spoon, add coarse stream of carbonated water until glass is two-thirds full. Add 2 No. 24 dippers of Vanilla Ice Cream—and 2 or 3 dashes of Angostura Bitters.

Finish with the fine stream carbonated water. Top with a soda spoon of whipped cream.

Note if you please that we are reversing the regular method and using the coarse in place of the fine stream of carbonated water. This is due to the change of flavor which takes place by the addition of Angostura Bitters and by this process, we make a better tasting ice cream soda in this particular type.



Ice Cream Department BACK BAR MERCHANDISING

A successful fountain operator is really a busy fellow. His business is an accumulation of a large number of details. Being human, it is naturally impossible to carry out ALL the details perfectly. However, the person with the ability to carry out well this large number of details is the person who will enjoy success.

Back Bar Merchandising is one of the most important details in the operation of the soda fountain. The back bar not only represents money invested in fixtures, but usually occupies valuable space in the store. The successful manager realizes this and in carrying out his other details does not overlook the pulling power of the backbar.

Merchandising "From the Ground—Up"!

Is the back bar basing clean? How about the shelves, cabinets or refrigerated sections? Everything spic and span? Don't use the back bar for a store room. Daily, not monthly, supplies belong in the storage cabinets of back-bar base or on shelving in front counter, when that type of equipment is used.

Arrangement

Arrangement is important. A neatly arranged back bar makes for faster service. Many operators believe that appearance must be sacrificed for efficiency. Just the opposite is true. By careful planning, an attractive back bar may also be efficient. The base slab of the back bar needs lots of attention. Good merchandising cannot begin here until the fundamental practice of good housekeeping has been carried out, everything sanitary and neatly arranged.

The soda fountain back bar base slab should not be cluttered up with items which do not pertain to every day use for customer service. Items which are necessary but the sight of which may offend an appetite, should be out of sight. Put pills, headache remedies, laxatives, and all half used bottles, boxes, jugs, in a box, or neatly arranged in a drawer. Their former space can

be used for something that has distinct eye appeal and customer attraction. This means more rapid turnover of your merchandise.

Many operators have a lot of ugly "junk" on the base slab . . . the display shelf of the back bar . . . yet all attractive glassware is half hidden on the lower shelves of the back bar base. WHY??? Ask them and they will probably answer, "Because it's always been there".

Attractive crystal glassware dishes suggest the items that are made in them, in addition to making a favorable appearance on the back bar. Arranged in the center of the display shelf, they make a beautiful nucleus over and around which can be built your displays.

Equipment

After removing all the "white elephants" and "dead" items from your back bar, and having the shelves clean, inspect the equipment. See it as a customer sees it. Gnats gathering around the orange juicer? Register or checker "foggy" looking or splashed with syrup, or buried under tools, used tapes, ancient checks, etc.? Mirrors and woodwork remind you of last season's flies? Mixers caked with splashing? You get the idea?

Don't have a grand clean up now and then. Arrange now for proper systematic cleaning of the equipment as often as necessary.

After and *only after* all this has been done are you ready to begin merchandising.

Good merchandising does not mean to paste up a lot of unrelated streamers. Too many unrelated streamers will compete with each other for the customer's attention, ending with his being so confused that he decides on a 5c drink. Concentrate on one feature item, then give this the big share of back bar display.

One Good Method

Have a menu board on either end of the fountain, with slide-in cards that

can be changed. Use the center of the back bar for the weekly feature. On an elevated glass shelf place artificial sundaes or sodas of the particular flavor you are featuring. In the center of the shelf place a bowl of ice in which a bowl of the fruit such as fresh strawberries, fresh pineapple, fruit salad, or whatever it may be, can be displayed. Dispense the fruit directly from this bowl. On the mirror above the shelf paint the combinations you are using with the fruit.

A definite space to feature the special lends itself to the development of many ideas for decorating the entire fountain.

For example, in the Fall place small pumpkins along with artificial sundaes and dishes made with hot fudge on the display shelf. On the mirror above, paint (using show card color) the names and prices of the different combinations. A few Fall leaves painted around the specials will tie in with your decoration.

Decorate the balance of the fountain with corn stalks and pumpkins, explaining their designation with a few small cards or streamers reading, "HARVEST TIME IS FUDGE TIME —TRY ONE OF OUR DELIGHTFUL HOT FUDGE CREATIONS."

Merchandising of this caliber is good training and well worth the effort in increased sales.

Seasonal or Timely Back Bars

Borrow football or baseball equipment from your local sport goods store (reciprocate by identification) and "trim" your back bar (and window, of course) with a sprinkling of this equipment while you are featuring a "Football Season's Favorite Sundae—Hot Caramel Pecan" or a "World Series Sundae".

Feature Profitable Merchandise

Dishes made with ice cream are the most profitable items you sell in your ice cream department. Yet ice cream is one of the few "hidden" items you

carry. Most other merchandise is of such nature that it can be in plain sight while ice cream must be kept in a cabinet, out of sight. Make up for this by using your back bar to *sell ice cream*.

"Ice Cream Is The Magnet That Brings People Into Your Store". The more ice cream you sell, the higher your sales, gross and net. So, get rid of those "eye-sore" back bars and "LET'S SELL ICE CREAM"

RULES OR SUGGESTIONS

Don't have a single catchall corner in your back bar, nor in drawers, cabinets or shelves.

Get out of the habit of setting things on the back bar just because it is a very handy place to put them.

No unnecessary items on the back bar.

Keep "trim" timely.

If you must have pills, etc., keep them in a box, out of sight.

Use signs and streamers, but not too many.

Remember, a back bar can help a store . . . or it can hurt it.

People sitting at the fountain get a "bird's eye" view of your back bar. Keep it clean.

Feature only profitable merchandise.

Let color help you sell.

In making displays on back bar, consider their effect on the rest of the back bar. Make it all one, big, attractive picture for soda fountain customers to see.

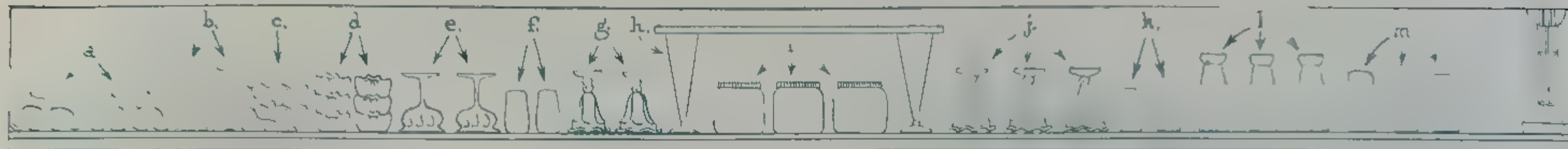
Remember, back bars cost money. So does the space they occupy. Don't waste it.

Don't let an artificial sundae remain too long on the back bar without changing it.

Keep up your own interest by making the back bar displays as interesting as possible.

SELLING BY COLOR AND ARRANGEMENT

Arrange for Efficiency—Dress for Occasion—Use Color Psychology

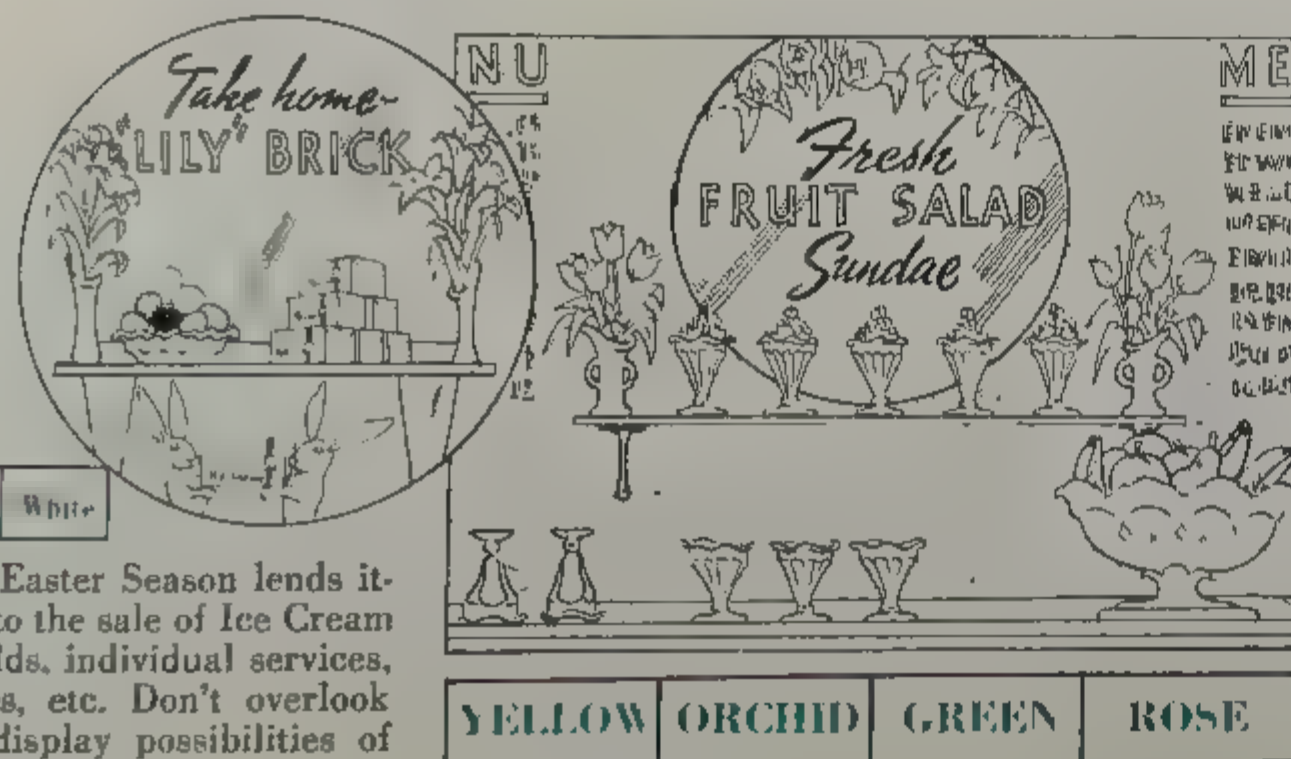


Suggested glassware arrangement for speedy service and attractive appearance.

- a. Duplex or Double Sundae
- b. Parfait Glasses
- c. The Ice Cream Bowls
- d. Banana Splits
- e. Footed Sundae Dishes

- f. Water or Beverage Glass
- g. Tulip Sundae Glasses
- h. Glass Vases and Glass Display Shelf
- i. Jars for Nuts, Chocolate Shot,

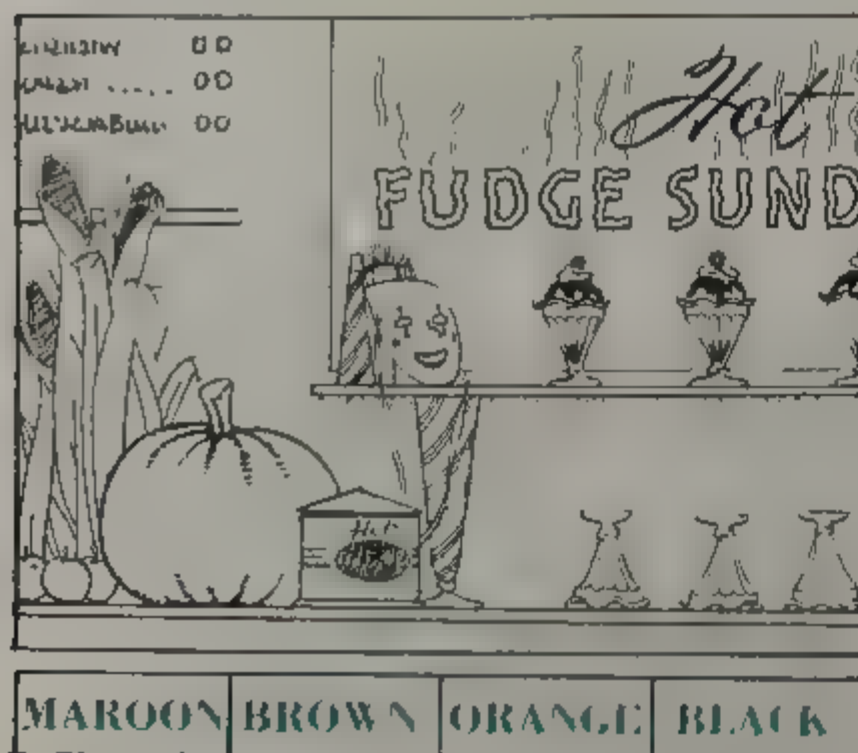
- Pretzels, etc.
- j. Crimped Sundae Glasses
- k. Water Glasses
- l. Ice Cream Soda Glasses
- m. Milk Shake Glasses



The Easter Season lends itself to the sale of Ice Cream Moulds, individual services, Cakes, etc. Don't overlook the display possibilities of this Season.

← Spring—lively, cheerful colors. Use these Spring colors in back bar decorations to accent ice cream displays.

Summer—in the "Good Old Summer Time" use delicate pastel colors to create a cool, refreshing atmosphere. →



← Fall—a nip in the air—a "zip" in the spirit—colder weather—people going places—going faster—more active—working up and "eating off" more energy. A splendid chance to elaborate on special sundaes by displaying vivid autumn colors.

Winter—use warmth of color to create a comfortable atmosphere and a desire for hot toppings, hot drinks, etc. →



Christmas—vivid blue and silver for background and plenty of bright red and green. Feature appropriate sundaes and special dishes.

Mixed Drinks

ICE CREAM MIXED DRINKS

—Popular the Year 'Round

Already a deservedly popular year 'round favorite at the ice cream department, ice cream-milk drink combinations offer an excellent opportunity as sales builders at the well run retail store.

On the following pages are several ice cream-milk drink combinations which have proved important sales stimulators when really merchandised.

Particularly for mid-morning, mid-afternoon or with a luncheon plate, ice cream-milk drinks should be featured on your menu.



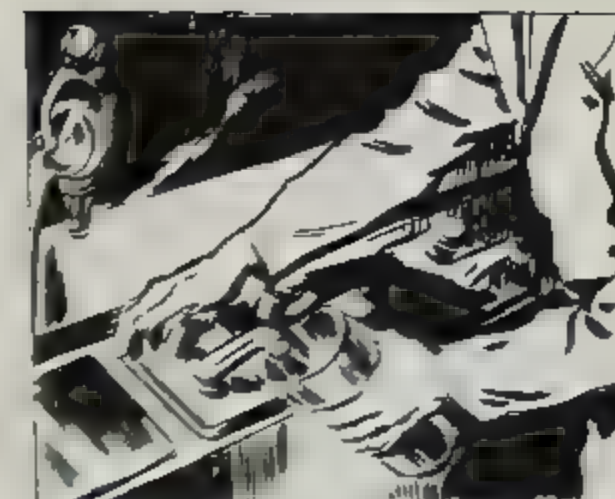
ROUTINE FOR MAKING QUALITY ICE CREAM MILK DRINKS



1. Into a cold mixing cup pour cold pasteurized milk. Measure . . . don't guess.



2. Dip generous portion ice cream into mixing cup. Add malted milk powder here if desired.



3. Into cold mixing cup dispense cold syrup. (The amount varies in some drinks.)



4. Place on mixer and give cup a few turns enabling agitator to "take hold" of ice cream more quickly.



5. Leave on mixing machine just long enough to get entire mixture blended into smooth drink with body.



6. Dot a sparkling glass with whipped cream.

"FOR CHAMPIONSHIP MILKSHAKES"

(Follow exact order of formula)

"Lightweight"

6 ounces Milk
2 No. 20 dippers of Ice Cream*
1 ounce Syrup

"Middleweight"

4 ounces Milk
2 No. 16 dippers Ice Cream*
1 ounce Syrup

"Heavyweight"

4 ounces Milk
3 No. 16 dippers Ice Cream*
1 ounce Syrup

*If making a malted milk add one spoon malted milk powder after ice cream. If making a chocolate flavored drink, use one ounce chocolate syrup and chocolate ice cream.



7. Pour mixed drink into glass.



8. Serve with wafers or saltines. Counter service — mixing cup served for over-pour.

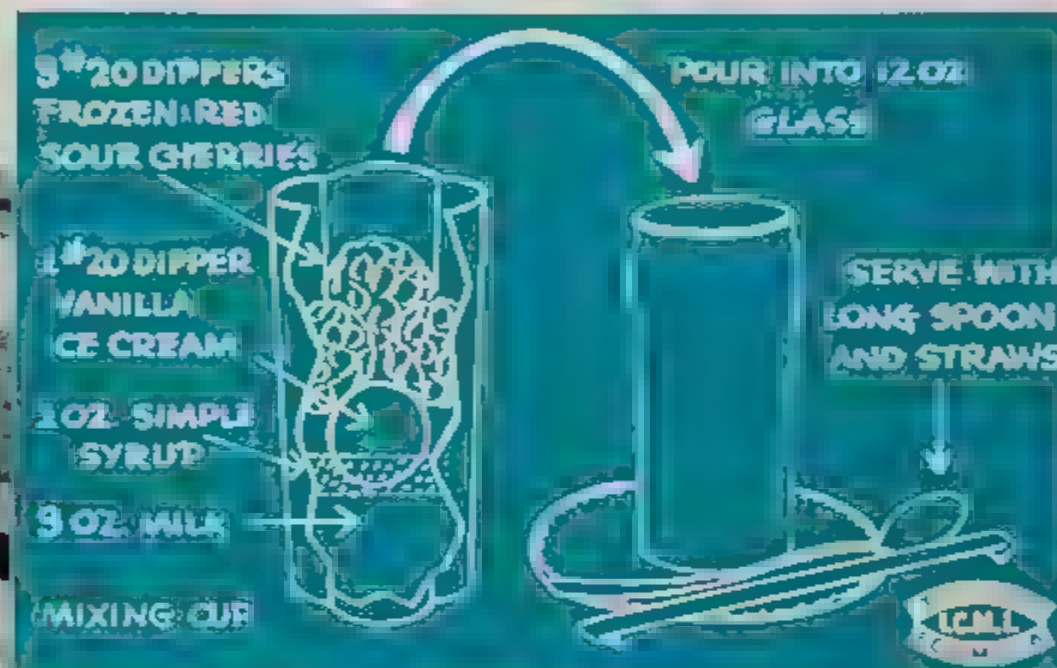


CHERRY MILK FREEZE or CHERRY WHIP

Into a mixing cup pour 3 ounces Milk, 1 ounce Simple Syrup, 1 No. 20 dipper of Vanilla Ice Cream and 3 No. 20 dippers of Fresh Frozen Red Sour Pitted Cherries.

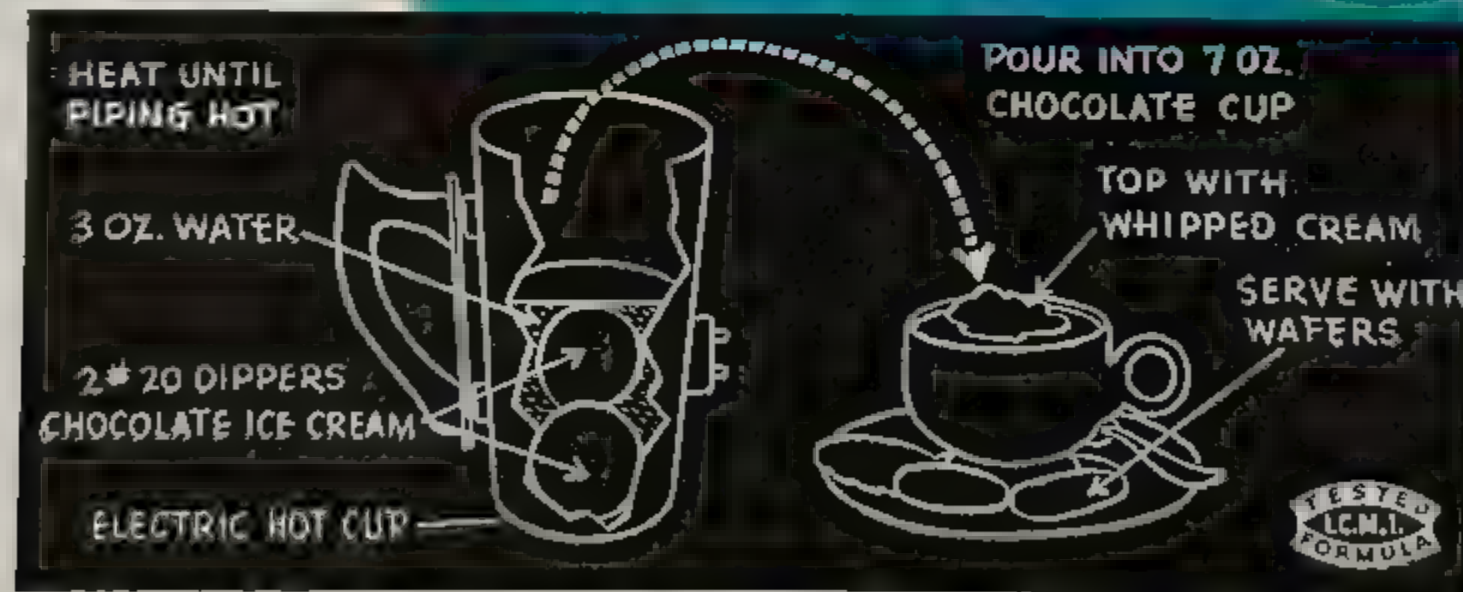
Whip on the machine until thoroughly blended and pour into a 12 ounce glass. In our experiment we used the mixing machine and mixing cup with the agitating device in the bottom of the mixing cup.

Serve with long spoon and straws.



GINGER FIZZ

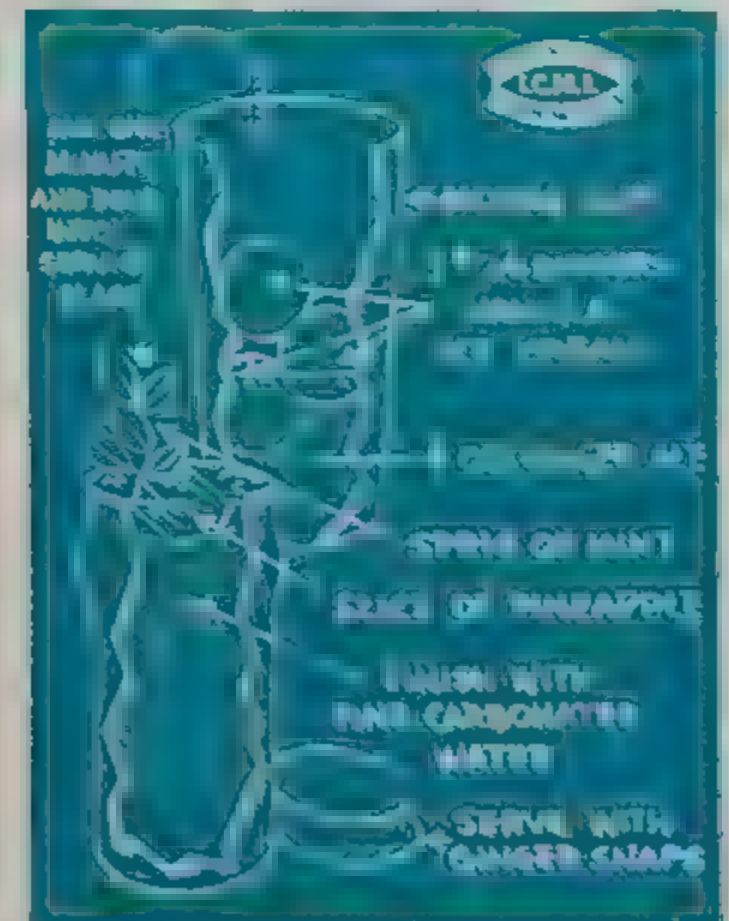
Into a mixing cup put 4 ounces of Ginger-Ale. Add 3 No. 24 scoops of Vanilla Ice Cream. Mix about 1 minute. Pour into a thin service glass and add stream of fine carbonated water. Garnish with a small slice of fresh or canned Pineapple and a sprig of Mint. Serve 2 Ginger Snaps on the side.



DELUXE HOT CHOCOLATE

Into your electric hot cup put 2 No. 20 dippers of Chocolate Ice Cream—3 ounces of water. Put on mixer, heat until piping hot. Pour into a 7 ounce hot chocolate cup, Top with whipped cream and serve wafers on the side.

This is an unusual recipe and perhaps different from that you have heretofore used. Our suggestion is that you make one cup for yourself, taste it and get the same thrill and surprise that was accorded us when we made it in our laboratory.





ORANGE MILK PUNCH

This is a delightful drink—one with which your customers will be delighted.

Do not confuse this with a milk shake. Put it on your menus as a "Milk Punch".

The flavor can be changed to some of the other fresh fruit flavors, pineapple being particularly good for use as a Milk Punch.

Be sure all ingredients are cold.

HOW TO MAKE IT—Add ingredients to the mixer in the order given in formula:

- 4 oz. Milk
- $\frac{3}{4}$ oz. Simple Syrup
- $1\frac{1}{2}$ oz. Fresh Orange Juice
- 2 No. 24 dippers of Orange Sherbet

Place on the mixing machine approximately 1 minute or until the can frosts on the outside. Serve in a 12 ounce glass.

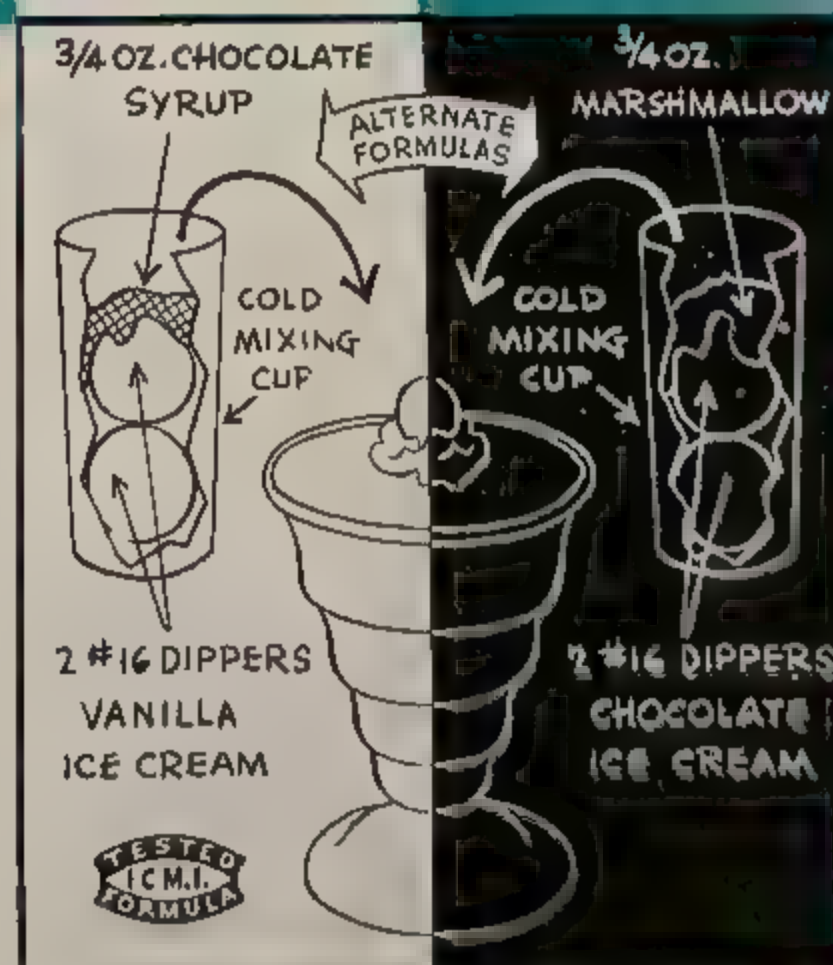
CHOCOLATE WHIP

Into a cold mixing cup, place 2 No. 16 dippers of Vanilla Ice Cream. Add $\frac{3}{4}$ of an ounce of Chocolate Syrup. Whip with spoon or on mixer (fast), pour into 6 ounce glass. Garnish with a "tip" of Whipped Cream and a Green Cherry.

Alternate formula:

When or if you use Chocolate Ice Cream, add $\frac{3}{4}$ of an ounce of Marshmallow—and finish in the usual manner.

Chopped Nuts, if preferred by your customer, favors the flavor and it may be necessary to sell the one with nuts at a trifle higher price, although that depends entirely on the gross with which you would be satisfied. This is made to sell at moderate prices.



MAKING AN EGG DRINK

Use dated, fresh eggs for Egg Drinks. Reach for a small *clean glass* and an *egg*. Break the egg into the glass and if okay, put it in front of the customer, which assures him "a fresh dated egg".

EGG CHOCOLATE

- 6 oz. cold milk
- 2 No. 20 dippers Ice Cream
- 1½ oz. chocolate syrup
- 1 Fresh Egg

FROSTED SUNSHINE

- 4 oz. cold milk
- 2 No. 24 dippers Orange Sherbet
- 1 oz. simple syrup

Mix on mixer. Strain into 14 oz. thin glass. Finish with carbonated water. Garnish with slice of orange.

EGG FLIP

- 6 oz. cold milk
- 2 No. 24 dippers ice cream
- 1½ oz. desired syrup
- 1 Fresh Egg

HEALTH DRINKS WITH EGGS

OUR TASTE-TICKLING ICE CREAM *plus* SMOOTH-PERFECTLY BLENDED SYRUPS

PASTEURIZED EXTRA-COLD MILK

DATED FRESH YARD EGGS fulfills APPETITE'S DESIRE

PLACE on back bar a large basket or glass punch bowl filled with fresh dated eggs. Behind this arrange your display of glassware and other service accessories. Above it, on the back bar, post your signs.

EGG DE CREME

- 3 oz. pure Coffee Cream
- 2 No. 20 dippers Ice Cream
- 1½ oz. desired syrup
- 1 Fresh Egg

Follow Page 19 For Order of Formula on All Mixed Drinks

EGG CHOCOLATE MARSH FLIP

- 6 oz. cold milk
- 2 No. 16 dippers Ice Cream
- 1 oz. Chocolate syrup
- 1 oz. diluted marshmallow
- 1 Fresh Egg



Follow instructions on page 19. Pour drink into thin glass; top with whipped cream and serve with wafers and shaker of nutmeg.

EGG MALTED MILK

Follow formula on page 19 for Malted Milk and add egg.

EGG MALTED MILK WITH YEAST

- 6 oz. cold milk
- 2 No. 20 dippers Ice Cream
- 1½ oz. desired syrup.
- 1 spoon malted milk powder
- 1 cake yeast (break up)
- Dash of Nutmeg



EQUIPMENT MAINTENANCE

"AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE", especially when it comes to keeping your equipment in good order.

Just as it is an expensive practice to let an automobile run down, so is neglect in the proper care of equipment. Some fountains look well and are in good condition after years of hard service. Others look as though they have just had a bad accident, and are kept together with adhesive tape, though the latter may be newer.

A very good practice to follow is to have a chart made that can be placed in the basement or back room. On this chart have listed the various things that are to be done weekly, monthly, and yearly. When a person has taken care of a particular job he can initial the chart and state the date the work was done. The chart should carry such duties as "Carbonator Washed" (yearly)—"Fans Oiled", "Compressors Cleaned and Oiled", "Carbonic Gas Lines Checked", "Cabinets Defrosted", "Complete Inspection of all Equipment", etc. With such a chart you will have a system—no "hit or miss".

Complete Inspection of All Equipment

On a certain morning each week take a screwdriver, hammer, wrench, and flashlight. Start at one end of the fountain and inspect each piece of equipment.

Constant Care

One thing that is usually very much neglected is the tightening of any bolts or screws on the fountain, especially on moving parts such as covers on the cabinet. Tighten all bolts and screws that you can find on your tour of inspection but don't tighten them too tight. Turning them too tight is just about as bad as leaving them loose.

Gas

Inspect gas burners. If too much yellow flame, have burners adjusted.

Costly Fruit and Syrup Jars

"Well, I didn't break it on purpose!"—is a very silly answer for a clerk to give after he has been verbally frowned upon for breaking a fruit jar while washing it. Breaking syrup and fruit jars during washing is the utmost in carelessness, yet this form of "accident" does happen. If there are any cracked or broken jars on YOUR fountain, *replace* them now. Don't stick them together with adhesive tape.

Breakage of Dishes

You are bound to have some breakage in dishes regardless of care in handling. Usually, however, the number of dishes and glasses broken can be cut down considerably by giving some time and thought to the situation. Study your dishwashing arrangement. A change in the system may be advisable. Neat wooden racks both on the drain boards of the sink in the kitchen and also on the shelves where glassware is stored are helpful in preventing breakage.

Many clerks think it is a big joke when they break a glass and show it by a great big grin. It is far from a joke and is serious. Let your help know the costs of glassware and dishes and point out that the broken articles are the net profit on so many five and ten cent sales.

Leaks

Check your carbonator for leaks. This can be done by dipping a tooth brush in soap suds and brushing the suds on any joints of the carbonator. If small soap bubbles blow into larger ones, there is gas escaping at that point. Have joint repaired immediately.

Floor Slats

Floor slats, before being used, should be soaked with linseed oil. The dirt does not work into the wood if this practice is followed and the slats become whiter after scrubbing. In addition to regular scrubbing, take the slats to an auto laundry once a week and allow them to be sprayed with live steam.

Woodwork

Woodwork should be cleaned and polished frequently with a good cleaner and polisher. Never use soap.

Stools

Stools should be tightened whenever they become loose at the base. If seat of stool is leather or leatherette, it should be washed frequently with Saddle Soap. An old stool will look new again if washed with this soap. Lift up the stool seat. If rod extending into stool base is dry, lubricate it with hard oil. This practice will not only eliminate any screeching sound when stool is spun, but will cause stool base to stay tightened much longer.

Compressors

Have these checked periodically for mechanism disorders. Keep oil cups filled. Keep compressor clean. A greasy, dusty compressor is a fire hazard.

Polishing

Equipment that is kept clean and polished will not corrode and rust. Use polishes that are not abrasive to the extent of being gritty. (Lava Soap is a good cleaner for the newer stainless steel covered equipment.)

Painting

You know the importance of preserving by painting.

Hazards

A slippery floor, a cracked or broken piece of glass, a jagged piece of metal, a step, a loose stool or wobbly chair are a few of the many hazards that, if they do not bring about lawsuits, will, at least, lose patronage. Be on the lookout constantly for hazards.

Faucets

A dripping faucet is a seemingly unimportant item. Figures available at your own City Water Department will change that opinion. The amount of water wasted because of a dripping faucet varies according to the city water pressure. Taking for the sake of figures, a pressure of 50 pounds—a faucet will drip 5146 gallons in a year. Should the faucet be the carbonator faucet the flow would be even faster, with increase in loss.

You can easily learn how to change the washers and tumblers in your draft arms and in the water faucets.

The Soda Fountain Unit

This should be defrosted regularly. A cabinet with a thick coating of frost inside will cause a higher electricity bill. Take the number of ice cream wells that you have and divide by 7. Every day have that number defrosted. If you have 7 ice cream wells, then one a day should be cleaned out. This makes it a daily duty and a simple job. Never use a pick or sharp instrument in defrosting a cabinet.

Unless the milk section, coil boxes, syrup rail, are cleaned frequently they will corrode and eventually rust through the metal. Keep them clean and sanitary.

Systematize Equipment Maintenance

The foregoing suggestions are by no means intended to cover the subject of "Equipment Maintenance". It would take a book to do that. However, it will give the reader some idea on how to systematize his procedure in giving equipment proper care, to assure maximum usefulness.

"HE WHO MAKES SALES INCREASE"

HE WHO MAKES SALES INCREASE is NOT a mythical person. On the contrary, he is a man of perhaps surprisingly normal characteristics. He is a **MERCHANDISER**, eager for new merchandising ideas. His merchandising ability, his "I-P-I-E" (initiative—pep—imagination—enthusiasm) has not been killed by its two deadliest enemies—laziness and worry.

He knows that in a business which needs such constant supervision, as the fountain business, laziness can play no part.

If his daily sales should become a problem for him, he treats it AS a problem—he wastes no time worrying over it—knowing that a worry calls for worrying—a problem calls for solving. Solving problems builds "I-P-I-E". Worrying destroys it!

Find the Answer

If you have a sales problem, look upon it as a problem. No matter how large a problem it is, there is a solution. Find it.

As a slide rule is to a mathematician, so "I-P-I-E" is to the fountain manager who wants to solve the problem of sales increases. The problem may seem impossible to solve . . . but with initiative—pep—imagination—and enthusiasm—the word "SOLVED" can be written across it.

Solve the Problem

Keep "I-P-I-E" with you when you start on the solution of a new problem. It may take time and effort but the result will be worth it. Label the problem "How To Achieve Outstanding Sales"—then solve it.

Books, yes, volumes have been written on this subject. We cannot begin to exhaust the information here but we can give you a few pointers that will prove valuable.

Break Down Your Sales

Check your register the first thing in the morning. Read it again at 11 A.M., again at 2:30 P.M.—at 6—at 8—and at closing time. See how many customers you serve during each period. Figure out what

PROBLEM (for Example): ACHIEVING GREATER SALES

PRESENT

| | Breakfast | Lunch | Afternoon | Dinner | Evening | Total |
|---------------|-----------|---------|-----------|--------|---------|-------|
| Sales | 9.60 | 31.04 | 6.35 | 2.10 | 8.80 | 57.89 |
| Average Check | .15 | .16 | .085 | .10 | .20 | |
| No. Persons | 64 | 194 | 76 | 21 | 44 | |
| Time | 7:30-11 | 11-2:30 | 2:30-6:00 | 6-8:00 | 8-11:30 | |

GOAL

| | | | | | | |
|---------------|-------|-------|------|------|-------|-------|
| Sales | 11.20 | 34.00 | 9.10 | 6.60 | 11.50 | 72.40 |
| Average Check | .16 | .17 | .10 | .22 | .23 | |
| No. Persons | 70 | 200 | 91 | 30 | 50 | |

TOTAL INCREASE 14.51

the average check is during each period (see chart).

With this information at hand, you have a basis on which to start working on your problem. Set a quota or goal for your sales increase. Then apportion the desired increase between the various periods throughout the day. You will know into which period to put the largest part of the day's total quota.

Make a Chart

Make a chart as illustrated and fill in all the first section. Set your goal in the lower section and then plan your work and work your plans. It is advisable to work on only one period at a time, spending all the time you can spare to devise the ways and means to increase the sales of that particular period.

When one period is showing sufficient increase due to your efforts, start on another, but keep your eye on the previous period, to prevent a "slump".

As you can readily understand, there are two different approaches to be used in obtaining sales increases. *One* is to endeavor to increase the average check, that is, the amount each customer spends. *The other* is to increase the number of customers.

One Period at a Time

You may start on any time period of the day which you feel needs the most attention, the one

that is down most or one that seems to offer the best possibilities. Whichever you choose first is immaterial, but remember to work one period for at least one week. Tell all your employees at a meeting, called for this purpose, just what you are trying to do. Get them to work *with you*—not *for you*.

The Breakfast Period

For the breakfast period, analyzing your present service should be the first step. The chances are you can get increased business merely by giving better service. Do this even though it might mean adding more help. You can't change your customers . . . they may get an extra five minutes sleep, then come in, in a big hurry, for a quick

breakfast. If that's the kind they want, that's the one to give them . . . a quick one but good and served right.

Increase average checks for breakfast by placing a box of cereal in a bowl on counter in front of empty stools. This "suggestion method" may increase the check of the "coffee-and-toast-customer". Lay a banana next to a cereal bowl, which suggests "cereal with sliced banana", automatically increasing the check with a slight additional service.

Remember that if you are striving for a 1c higher average check, you do not have to increase every check! A 5c higher check of one out of five customers will give it to you. Simple enough and quite easily accomplished.

The Lunch Period

Next let's take a look at the lunch period. Again there are naturally two ways to increase the sales. More customers or higher checks. Give the customers good fast service, so they do not have to wait, thereby occupying one of your valuable stools longer than necessary. Figure out the average time each customer spends at your fountain during the big noon rush. This time can be lessened by having the soiled dishes removed, the counter clean and dried before the customer sits down. The dispenser can then serve the customer a glass of water, napkin

and menu the instant the customer takes his place at the fountain.

If you do not have sufficient seating capacity for your noon rush, get faster stool turnover by serving only entrees that can be eaten in a short time. Do not specialize in food items that might delay service.

Increase average checks by training your help in the art of selling through tactful suggestion; back bar and menu merchandising. Feature combinations on your menu. Under each luncheon have a suggested dessert. Make specially priced sundaes as an incentive for your customers to buy a dessert.

In order to determine possibilities for increasing customer number, or creating market for a higher check average, it is essential to study your department from the customer's viewpoint.

Now For Afternoon

The afternoon period is a "natural"! Together with the late evening business, in most stores, probably this is the greatest opportunity for increasing sales.

Select some sundaes, sodas or milk drinks, a little unusual and out of the ordinary (plenty in this book and in "Ice Cream Currents"). Issue exact instructions to insure correctness in their preparation. Teach your personnel to follow "The Steps". Give them selling information about the items featured. Then inspire them with a dash of your "I-P-I-E". Buying will be stimulated!

The Dinner Hour

The dinner hour may seem a huge problem, but you can solve it. Unless you have the right "lay-out" as far as fixtures are concerned, it is, as a rule, a waste of time to try to develop a business on dinners. Usually customers will eat their luncheon over a counter but, cannot readily be enticed to a fountain or counter for evening dinner.

Develop Carry Out

However, even if this be the case, with your "set up", there are possibilities for increased revenue during this period. How? By developing the "carry home" ice cream business. Even 1 extra quart of ice cream sold daily to the "goer home" will increase the average sale for this period, as well as increasing store traffic.



YOUR TELEPHONE— A SALES HELPER

Use the telephone. Your customers will appreciate your interest in them if you will call them occasionally to tell them of the new ice cream you are featuring. A few new customers, a little increase in average sales, and you've "licked" the dinner hour part of your problem.

Your telephone can be made to become one of your most important sources of increased sales. If you would get the *most* from your telephone you should . . .

Advertise It

Get in touch with your local Bell Telephone Company . . . You'll be surprised at the cooperation and actual assistance they are prepared to offer you, merely for the asking. (As a rule there is no charge for advertising material which they have already prepared.) Ask them to show you samples of their window displays and counter cards. These displays are usually in more than one color and are arranged in such a manner that your telephone number is prominently displayed. You'll also find that they have a large selection of stereotypes which will highlight your telephone number and can be used in numerous ways . . . on menus, window and counter strips and on bill heads. In some localities it is possible to get free, colorful stickers to be used on packages and outgoing mail.

Be Sure And Get Your Share

More than 86,000,000 telephone conversations are held in this country every day . . . an annual total of more than 28,000,000,000.

*Make Your Telephone Conversations Count for
Increased Ice Cream Sales*

Each Builds The Other

And actually, increases in one part of the day help the other periods. Get the store circulation increasing—customers satisfied—and habit brings them back at other times for other needs.

And—Sales Increase!

Back Bars and Windows

Keep backbar and windows decorated to tell the story upon which your merchandising plan is focused.

See Page 44 for example of a merchandising plan. Page 67 will give you further ideas on window "tie ins" and Page 17 has concrete back bar suggestions.

When you have incorporated ideas along these lines into your particular situation, you have then a merchandising plan which is directed toward increasing the average check as well as the number of customers.

"Enjoy a dish of "Such-N'-Such" Ice Cream
for dessert TODAY 00c

"P.S. How 'bout the folks at home? Treat them tonight to a Sundae. Stop for a quart of ice cream on your way home. We'll give you some dandy ideas on how to make sundaes for the family."

THINK -- or do you?



Just for instance, when you examine the chart on the opposite page and see that only a little more than 7 out of every 100 people at the soda fountain buy sundaes (a 17.7% net profit maker)—doesn't it make you wonder? It should!

How does your soda fountain check against these figures? Is yours one of the 7-sundaes-in-a-hundred soda fountains? Go one step further, if you are, be honest—check your sundaes—do they have color—sparkle—that little “something more” which makes a “regular” out of a “casual” buyer.

Are they prepared (as the one here pictured) with care from choice ingredients, to create a “mouth watering”—“taste-tempter”?

Perhaps *here* is your chance for *real* development in the profit department of your soda fountain.

Twenty-six

Perhaps ice cream sodas offer you another opportunity.

Check your “actuals” in soda fountain customers. Then develop the potentials in profit producing items so that a larger share of present customer requests are for these items.

If 7% of customer transactions yield almost 18% of net profit— isn't a build up here worth an effort in merchandising?

We believe that many more than 7 out of 100 will order sundaes if they are well made, of quality ingredients, and properly served.

The chart on the opposite page . . .

emphasizes certain important aspects in the operation of a successful soda fountain.

First is the need of trained sales people, directed by alert and enthusiastic management, awake to the necessity of proper equipment, used to the maximum to give the consuming public the quality of finished services which will create volume business at a satisfactory profit.

Study of the colored sections of the chart, points clearly to the items which are entitled to additional effort in suggestion selling. The percentages give an insight as to the combinations in which customer purchasing should be stimulated to increase profit percentages of the whole fountain.

It is apparent by the volume figures indicated in the chart, that more attention to the appearance, improvement in flavor of some of the more profitable items, could easily stimulate customer selection of the items, to the direct benefit of net profits at the fountain.

A careful study of the chart, prefaced by the explanation given in the next column, cannot fail to prove enlightening to thinking management.

★ ★ ★

Explanation of Chart on Page 27

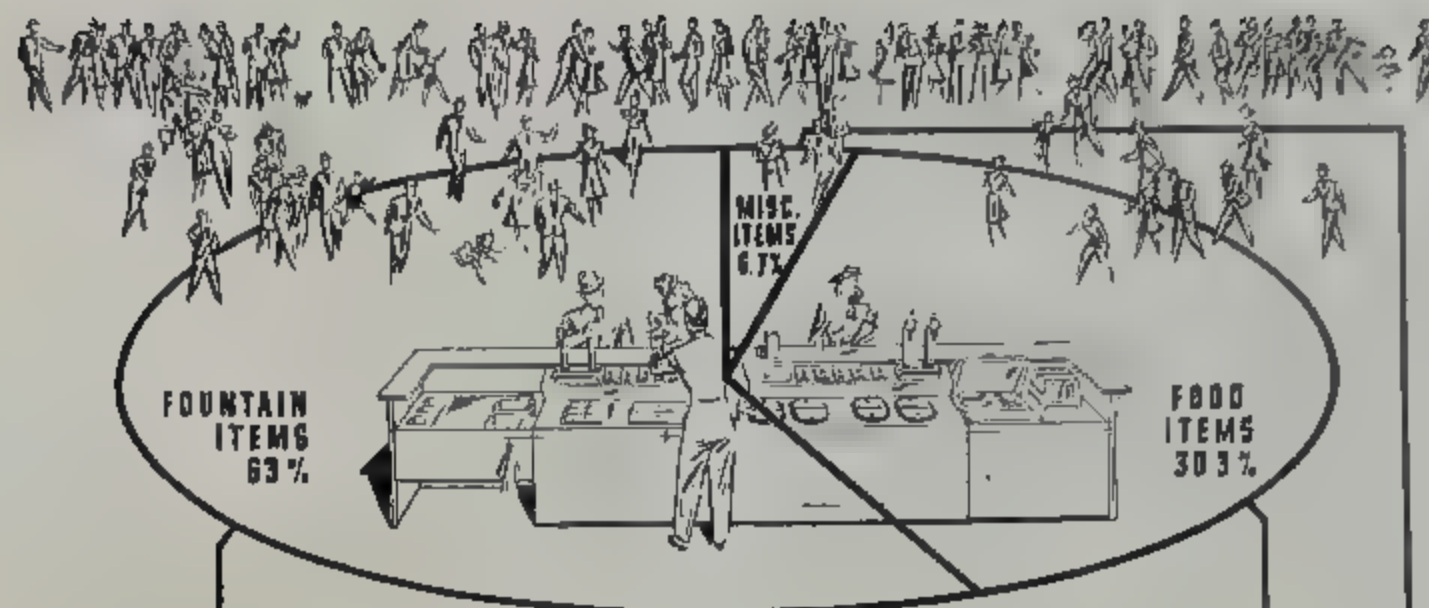
The figures shown here were obtained from a study by the Department of Commerce of four soda fountains covering an entire year's operation. These fountains were selected to represent a cross section of different types of stores and included a large mid-town chain fountain (\$59,000 annual sales); a wealthy neighborhood fountain (\$19,000 annual sales); a suburban shopping center fountain (\$15,300 annual sales); and a neighborhood store (\$10,500 annual sales).

The chart represents an average of the results of this study which covered more than a million separate transactions. The overhead on each product was allocated by cost and time studies which considered proportionate share of store overhead, investment in materials, space occupied in equipment and occupancy time used in consumption of the product.

When using this chart for comparative purposes, bear in mind that any individual fountain will vary from these averages according to efficiency of management and the emphasis given to promoting the volume of various fountain products. As an example, the 53.3% gross profit shown in food sales can yield a higher net profit by a reduction of the 48.4% overhead in this section.

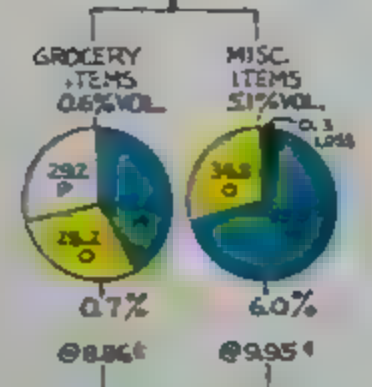
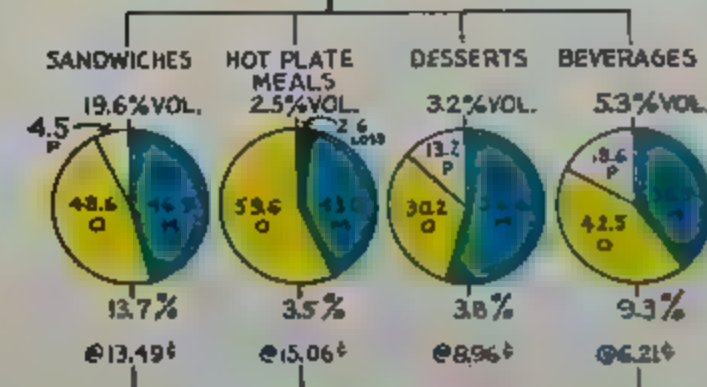
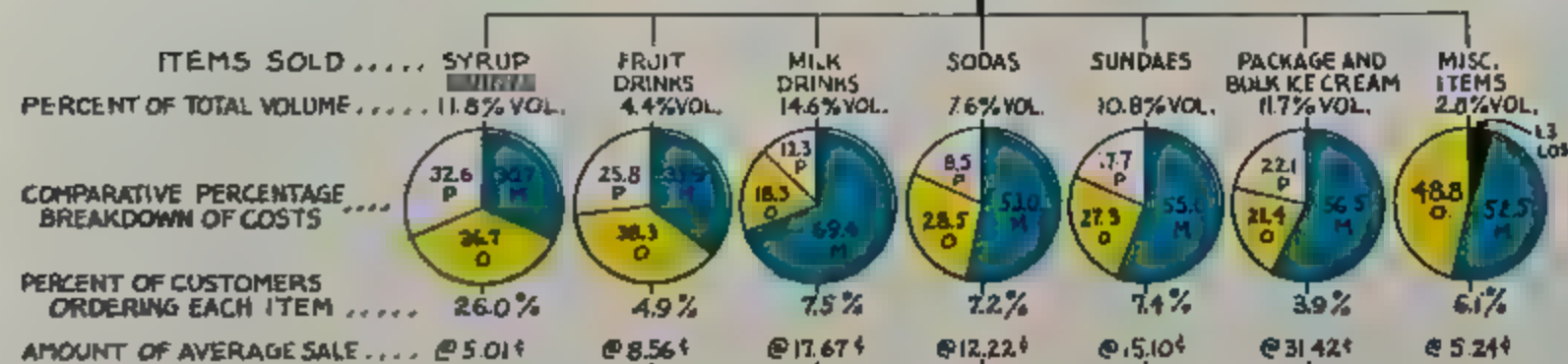
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A COMPOSITE STUDY
OF FOUNTAIN SALES DISTRIBUTION
BY CUSTOMERS AND ITEMS
SHOWING VOLUME, COST AND PROFITS
OF AVERAGE FOUNTAIN OPERATION



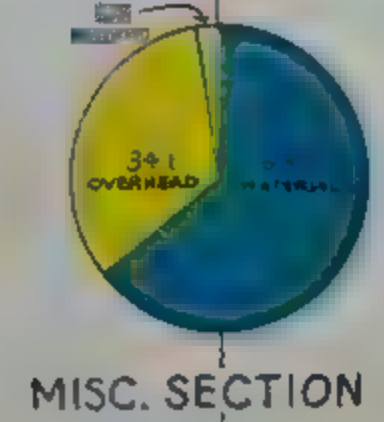
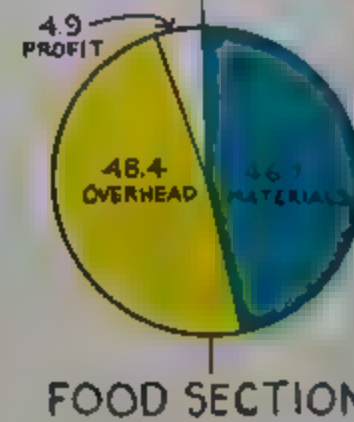
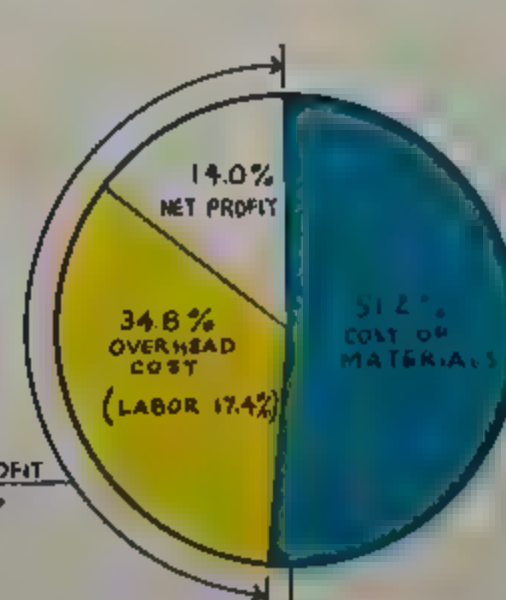
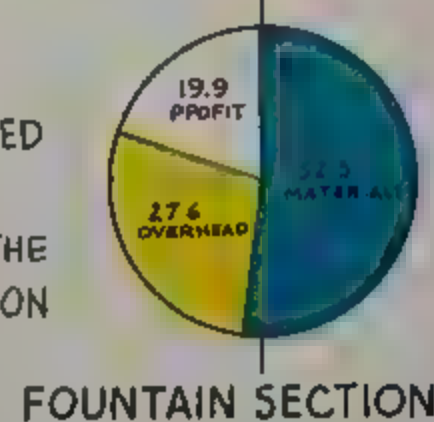
BASED ON ANALYZING MORE THAN
ONE MILLION TRANSACTIONS
AMOUNTING TO ONE HUNDRED AND
FOUR THOUSAND DOLLARS
TRACED THROUGH ACTUAL FOUNTAIN
OPERATIONS

AVERAGE DISTRIBUTION OF FOUNTAIN VOLUME



- BLUE REPRESENTS COST OF MATERIALS
- YELLOW REPRESENTS LABOR COSTS, BASED ON TIME STUDIES, AND ABSORBED OVERHEAD DIVIDED ACCORDING TO THE VOLUME DONE IN EACH CLASSIFICATION
- WHITE REPRESENTS NET PROFIT

GROSS PROFIT IS OBTAINED BY ADDING THE FIGURES IN YELLOW AND WHITE SECTIONS



Sundaes

MANY NEW COMBINATIONS

—And How to Sell Them

The ice cream sundae is a headliner in attraction, and a star profit maker at every soda fountain. From the universal favorite Chocolate Sundae, through the endless varieties of fruit, nut and syrup combinations, some sundae appeals to nearly every soda fountain patron.

Pictured in the following pages are sundaes which will enhance the pulling power and “ring out the bells” on the cash register for the up-to-date fountain operator.

Sundaes are profitable every day in the week.

Put your ice cream department in “Sundae” clothes.



"STEPS FOR SUNDAE MAKING"



1. From a well arranged back bar take a modern sundae glass, clean and polished, or a silver or paper container.



2. If Tulip Style Sundae, place $\frac{1}{2}$ ounce crushed Fruit or Syrup in bottom of glass.



3. Add two dippers of Ice Cream. Hold Glass up so customer can see sundae being made.



4. Cover Ice Cream with one ounce of Fruit or Syrup. If other type container is used, full measure ($1\frac{1}{2}$ ounces) of topping over ice cream.



5. Top with Whipped Cream. (This increases eye appeal and eating quality.)



6. The final touch—the garnish—Cherry, Pineapple Cube, piece of Fruit, Candy, Nuts, Pretzel, etc.

Too MANY fountain customers today say "Sundaes are sloppy and sickening sweet".

Eliminate the cause for this complaint in your operation. Clerks should be made to realize that most customers feel no gratitude for an over-measurement in sundae toppings.* Over-measurement takes away from the eating quality of a sundae, ruins its appearance, and make an unnecessarily higher cost.

**Check measurement of your ladles. (A common mistake causing overage in topping dispensing, is to assume that a ladle holds one ounce, when in reality it holds an ounce and a half or other quantity.)*

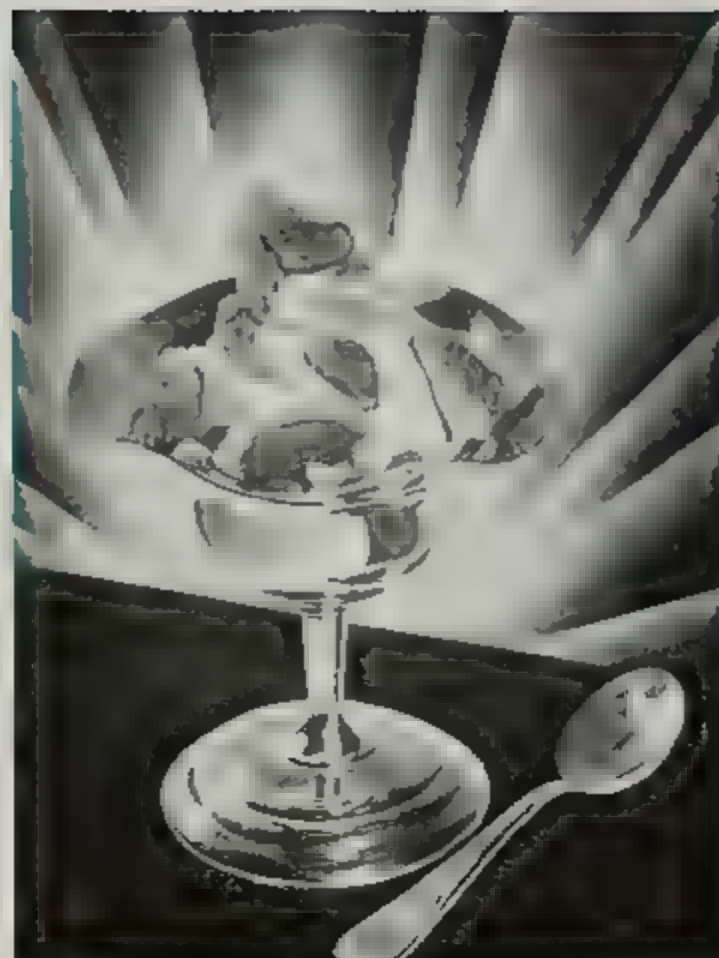


SUNDAES



BURGUNDY CHERRY

Into a duplex sundae dish place 2 No. 20 dippers of Vanilla Ice Cream. Between and over ice cream ladle $1\frac{1}{2}$ ounces of Crushed Burgundy Cherries. Decorate with Whipped Cream and top with Green Pineapple Dicette.



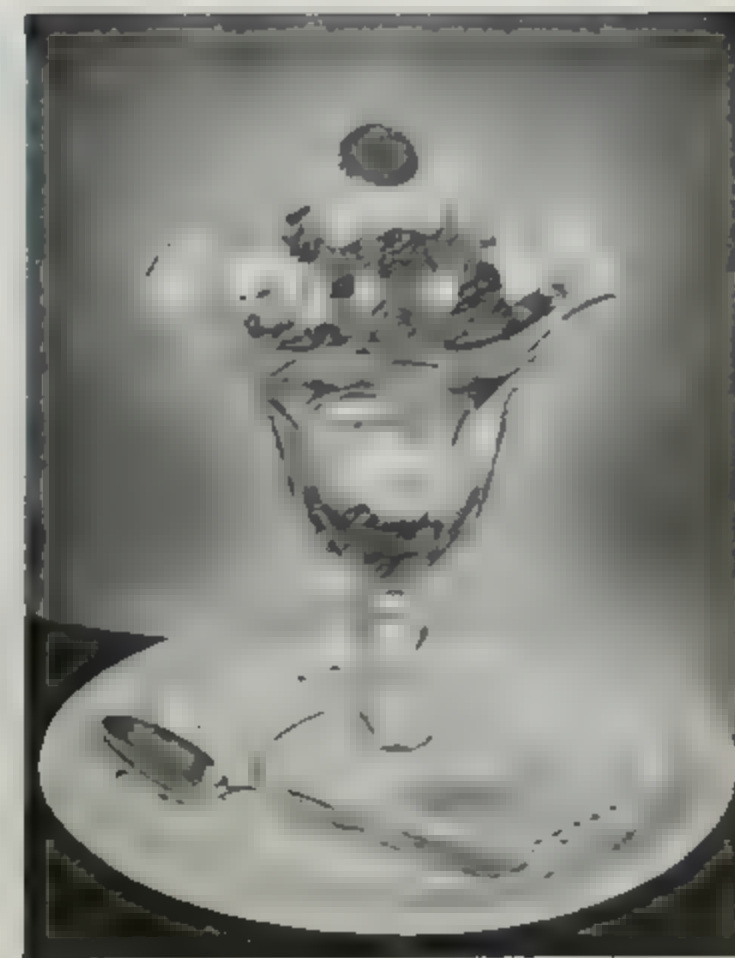
PRALINE PECAN

Into a large bottom sundae dish place 1 No. 12 scoop of Vanilla Ice Cream. Decorate with Whipped Cream and cover with broken Praline.

(2 Sundaes can be made from 1 Praline.)



SUNDAES



HOT MINCE

Into a tulip sundae dish place $1\frac{1}{2}$ ounce of Hot Mince Meat. Add 2 No. 20 scoops of Vanilla Ice Cream. Cover Ice Cream with 1 ounce Hot Mince Meat and top with Whipped Cream and a Cherry.





CHOCOLATE PEPPERMINT

Into a large bottom sundae dish place 1 No. 10 scoop chocolate ice cream. Over the Ice Cream place 2 heaping spoons of Chopped Peppermint Candy. Top with Whipped Cream and a Cherry.

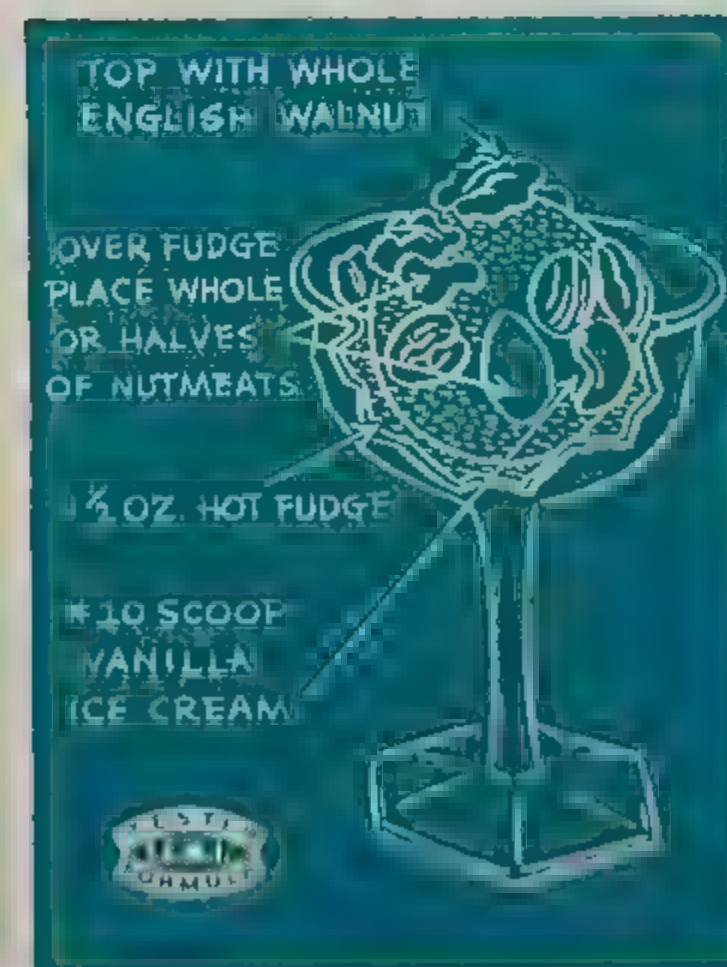


SUNDAES



NUTTY CHRISTMAS

Into a stem sundae glass place 1 No. 10 scoop Vanilla Ice Cream. Add 1½ ounces Hot Fudge. Top with whole or halves of Cashews, Salted Almonds and Pecans, Walnuts and Black Walnuts.



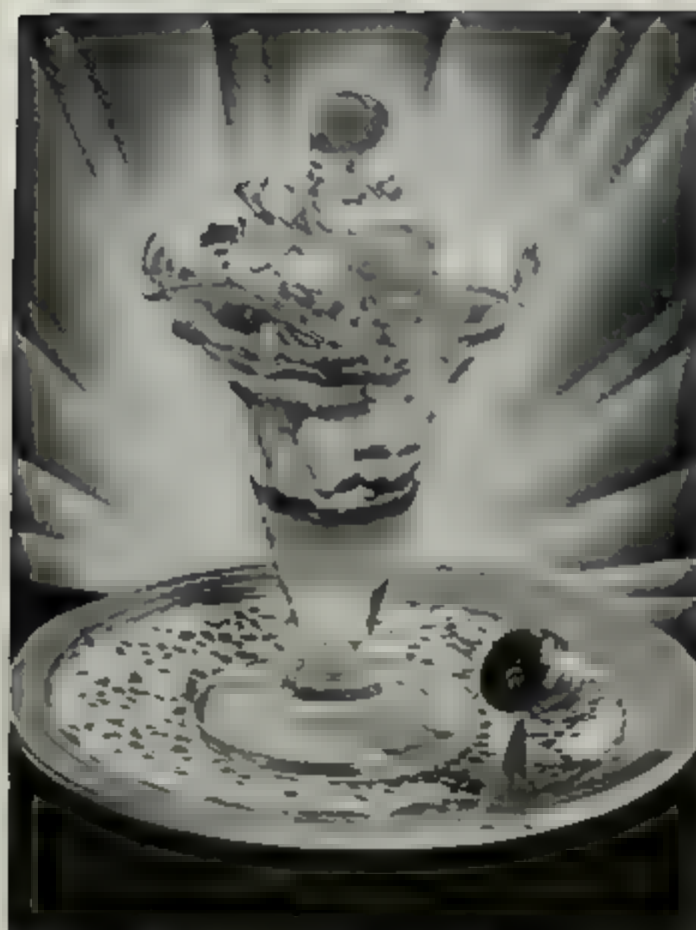
SUNDAES



MACADAMIA NUT

Into a tulip sundae dish, place ½ ounce Marshmallow Sauce. Add 2 No. 20 scoops of Vanilla Ice Cream. Cover with Marshmallow Sauce and top with several Hawaiian Macadamia Nuts.





FOUNTAIN SPECIAL SUNDAE

Into a crimp sundae glass put $\frac{1}{2}$ ounce of Crushed Pineapple and a teaspoon of Grape Juice. Then add 2 No. 20 scoops of Vanilla Ice Cream. Cover ice cream with 1 ounce of Crushed Pineapple, 1 teaspoon Grape Juice and top with Whipped Cream and a Green Cherry.



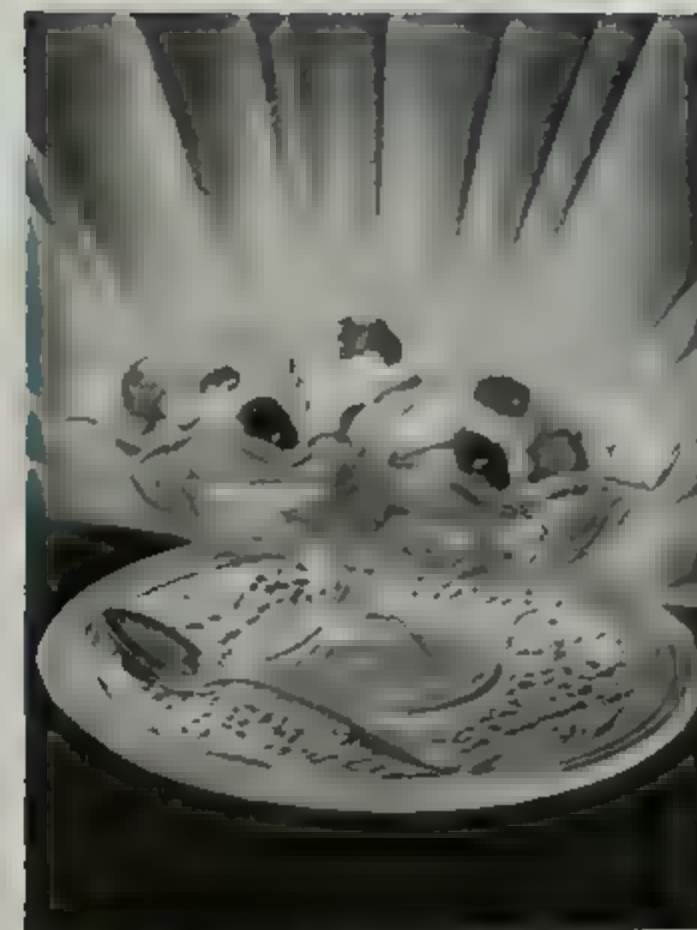
Formula For Fruit Salad Topping

(100 portions)

- 1 No. 2 $\frac{1}{2}$ can sliced Pineapple
- 1 No. 2 $\frac{1}{2}$ can Bartlett Pears
- 1 No. 2 $\frac{1}{2}$ can Peach Halves
- 1 lb. White Seedless Grapes
(or 2 No. 1 cans)
- $\frac{1}{4}$ lb. Marshmallows
- 6 Apples (medium size)
- 6 Oranges (176)
- 6 Bananas (medium size)
- $\frac{1}{4}$ cup chopped Maraschino type Cherries
- $\frac{1}{4}$ cup chopped Green Cherries
- $\frac{1}{2}$ lb. Granulated Sugar
- Juice of 2 lemons

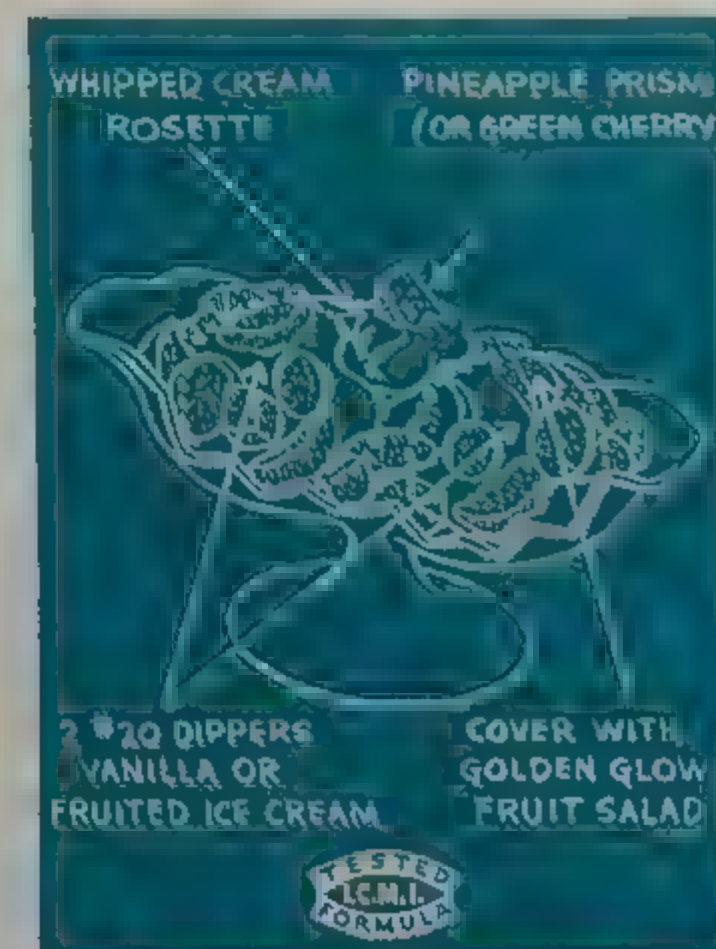
Open canned fruit and drain, reserving juice, cut fruit into fairly small pieces and put in a large mixing crock. Quarter marshmallows or use midget marshmallows, stem and wash grapes. Pare apples and oranges, cut into small pieces, add to other fruit. Peel bananas, slice crosswise, adding to other fruit. Juice of two lemons added prevents discoloration of fruits. Add sugar and all fruit juices with cut cherries and mix all well. Let stand in refrigerator two hours before using.

Add to above a very small amount of yellow fruit color or butter color to give the fruit the "Golden Glow" effect.



GOLDEN GLOW SUNDAE

Into a duplex sundae dish, put two No. 20 dippers any fruited Ice Cream or Vanilla Ice Cream. Cover generously with the Special Golden Glow Fruit Salad. In between the molds of ice cream run the whipped cream rosette and top with a Green Cherry or Pineapple Prism.





MAPLE WALNUT BON BON

Into the bottom of a crimp sundae dish, put $\frac{1}{2}$ ounce of Maple Syrup. Add 2 No. 20 scoops of Vanilla Ice Cream. Cover ice cream with 1 ounce of Maple Syrup, English Walnut Halves and top with Whipped Cream and Maple Walnut Chocolate Cream or Bon Bon.



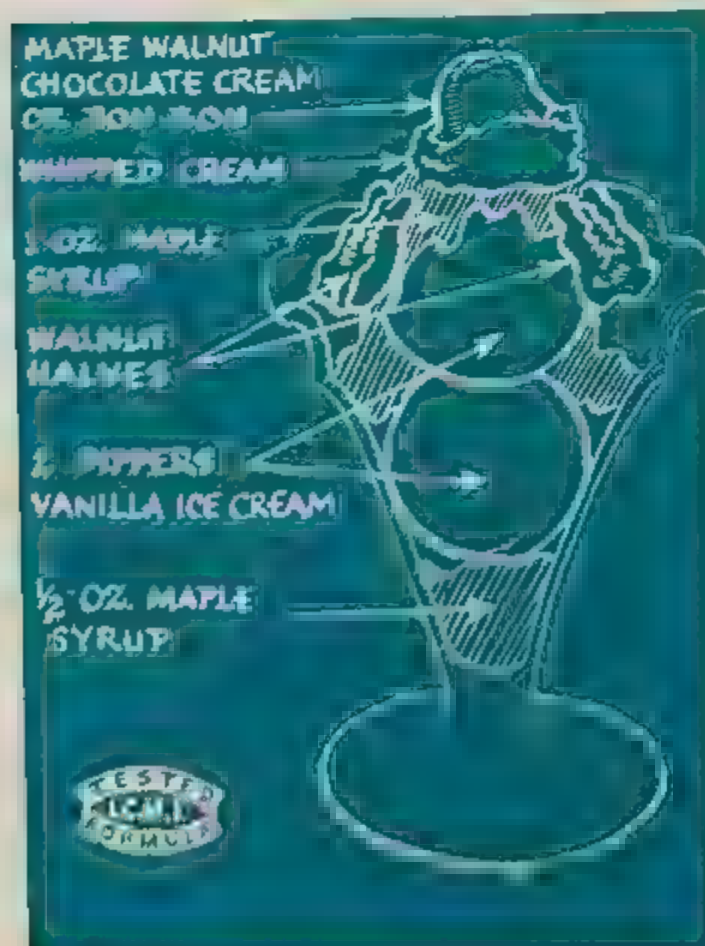
COFFEE MAPLE NUT SUNDAE

Into a tulip sundae dish place $\frac{1}{2}$ ounce of Maple Syrup. Add 2 No. 20 scoops of Vanilla Ice Cream. Cover ice cream with Coffee and Maple Syrup ($\frac{1}{2}$ ounce of each). Top with whipped cream, Cherry and Black Walnut Pieces.

Alternate Formulae for Coffee Maple Nut Sundae:

Use Maple Syrup throughout and Coffee Ice Cream, instead of Coffee Syrup.

or
Use Coffee Syrup throughout and Maple Nut Ice Cream instead of Maple Syrup.



MAPLE LEAF SUNDAE

In the center of a footed round sundae dish or an appropriate alternate dish, put $1\frac{1}{2}$ ounces of good Maple Syrup. On top of syrup place a No. 10 dipper of Vanilla Ice Cream. On each side of ice cream, place an English Walnut half.

Place four Maple Leaves (maple leaf shaped maple candies) in pairs opposite each other. Garnish with whipped cream topped with a maple leaf candy.

(In Canada, feature this Sundae on Dominion Day)

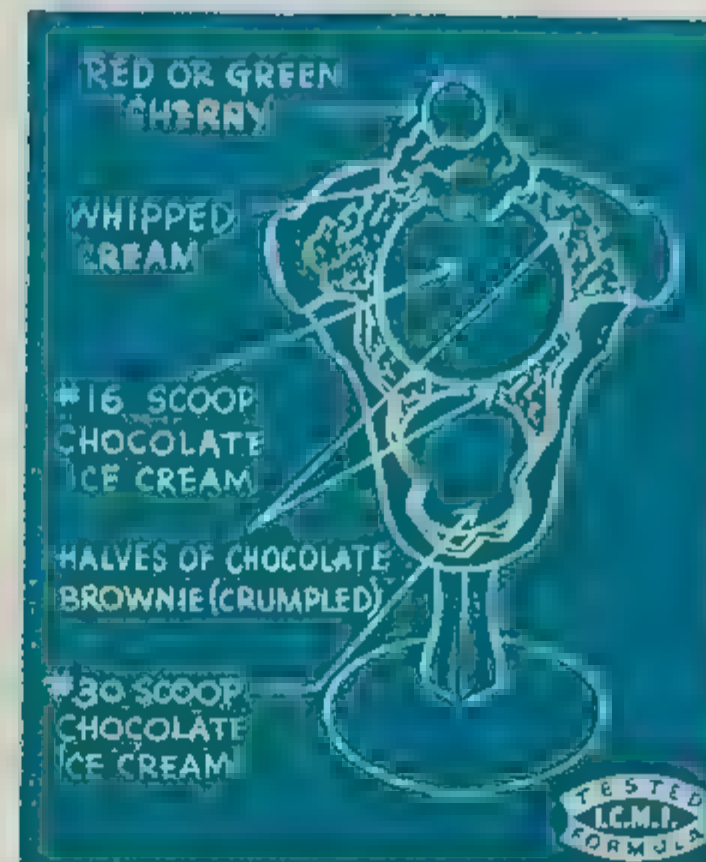




CHOCOLATE PUFF SUNDAE

Into a crimp sundae dish place 1 No. 30 and 1 No. 16 dipper of Chocolate Ice Cream. Cover ice cream with a very generous portion of whipped cream, and top with nutmeg and

cherry. Serve with wafers. The whipped cream blends with the Chocolate flavored ice cream, making a perfect taste as well as eye appeal.



CHOCOLATE BROWNIE SUNDAE

Into a tulip sundae dish place a No. 30 scoop of Chocolate Ice Cream, over it crumple half of a chocolate brownie. Add a No. 16 scoop of Chocolate Ice Cream, crumple the other

half chocolate brownie over it.

Garnish with whipped cream and a red or green cherry. Serve a whole chocolate brownie on the underlying plate.

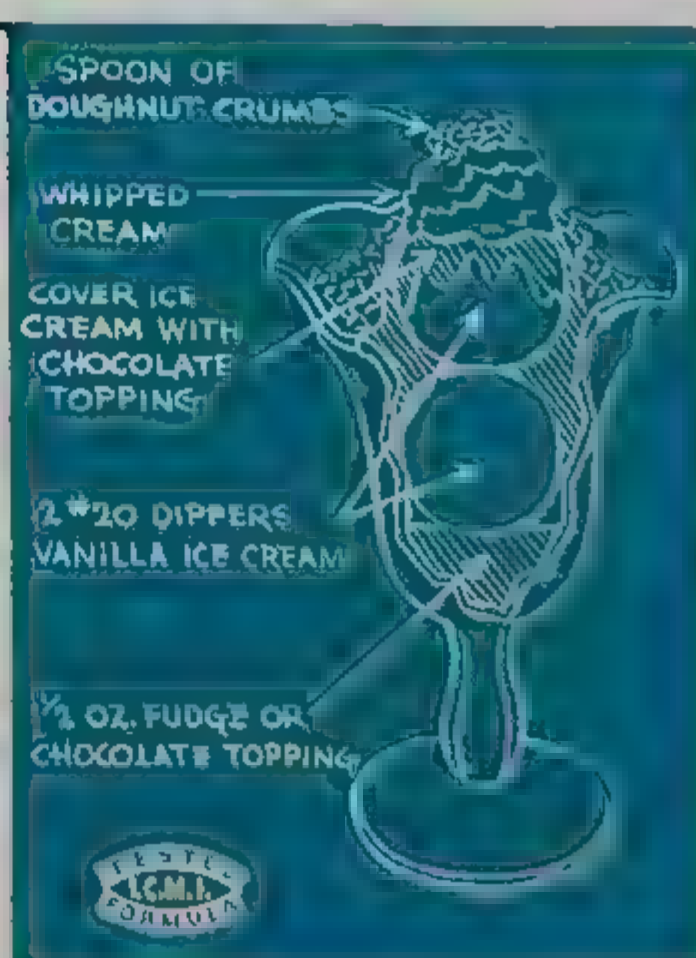


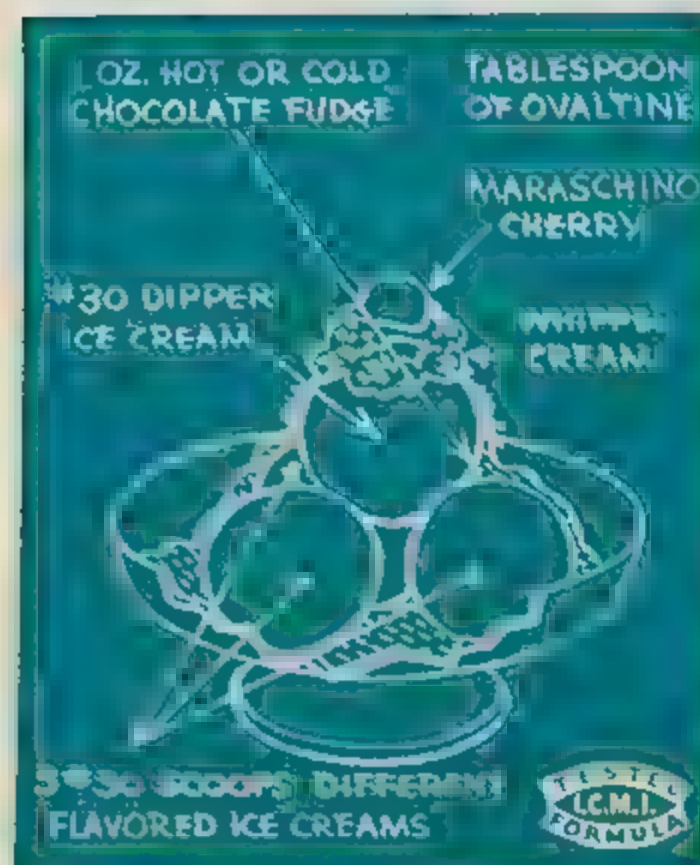
CHOCOLATE CRUMB SUNDAE

This sundae will give you an outlet for any left over cake doughnuts. Let doughnuts age for two or three days and then grind or chop.

Into a tulip sundae dish place $\frac{1}{2}$ ounce of Fudge or Heavy Chocolate topping (not syrup). Add 2 No. 20 scoops of Vanilla Ice Cream. Cover ice cream with Chocolate topping. Decorate with Whipped Cream and sprinkle one spoon of the doughnut crumbs over all.

We suggest that you do not charge extra for the doughnut crumbs.





FUDGE OVALTINE SUNDAE

Into a round flat bottom sundae dish place 3 No. 20 scoops of different flavored ice creams. On top and in the center of these 3 scoops place another No. 30 dipper of either Vanilla or any special flavored ice cream.

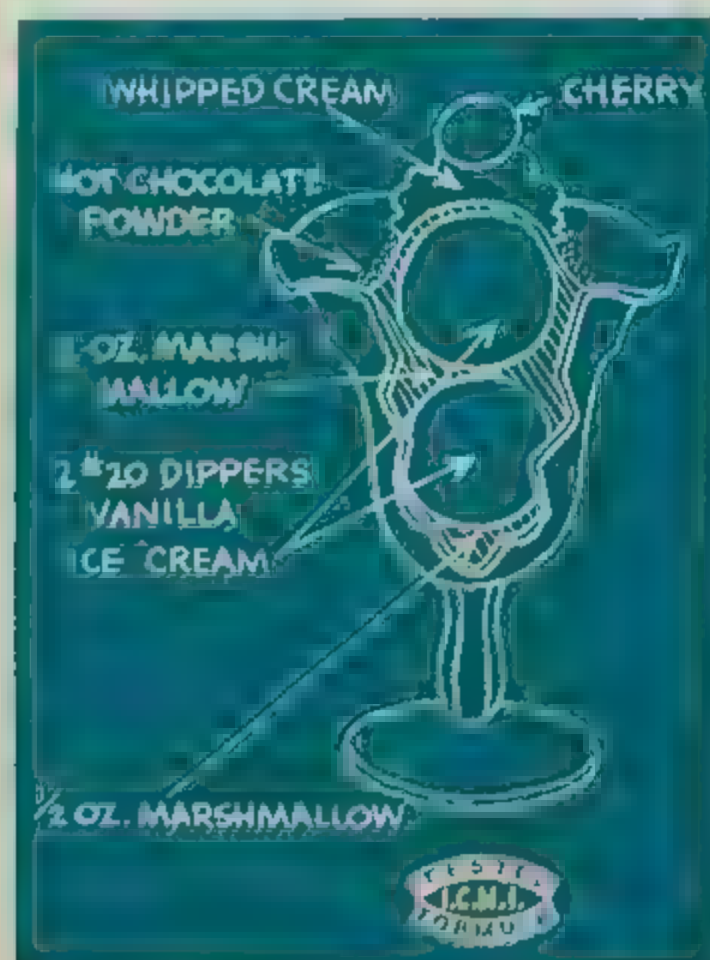
Pour over the ice cream 1 ounce of Hot or Cold Chocolate Fudge and sprinkle with a tablespoon of Ovaltine.

Top with a small nest of whipped cream and garnish with a whole Maraschino Cherry.



FUDGY COCONUT SUNDAE

Into a crimp sundae dish place $\frac{1}{2}$ ounce of Hot Fudge. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover with 1 ounce of Hot Fudge, sprinkle with the browned Coconut (see directions in box). Top with Whipped Cream and a Cherry.



MARSHMALLOW FUDGY SUNDAE

Into a tulip sundae dish, place $\frac{1}{2}$ ounce of Marshmallow, 2 No. 20 dippers of Vanilla Ice Cream. Add another ounce of Marshmallow. Top with half an envelope of Hot Chocolate Powder and garnish with Whipped Cream and a Cherry.

TOASTED COCONUT

Place shredded Coconut in pie tin and put in moderate oven. When Coconut is slightly brown on top shake pie tin so as to turn the Coconut over. An uneven brown throughout the Coconut is desirable, that is, some of the Coconut will be dark brown, some light brown and some very near to the original color.





BAN-BRELLA SUNDAE

Peel a Banana. Remove membrane and cut in half — cross ways. Dip the one half of Banana in Chocolate Syrup and roll in nuts. Place in a tulip dish, pointed end down. On top of the sliced end of the Banana place 1 No. 12 dipper of Vanilla Ice Cream. Cover with Chocolate Sauce. Garnish with Whipped Cream, a few Chopped Nuts and top with a Cherry.

This sundae will resemble an umbrella with the banana as the handle and the ice cream the umbrella top.



HOT CARAMEL CRUNCH SUNDAE

Into a tulip sundae dish, pour one-half ounce of Hot Caramel Sauce. Then place 2 No. 20 dippers of Nut Ice Cream in the dish. Pour over the ice cream 1 ounce of Hot Caramel Sauce. Top with Ground Peanut Brittle, Whipped Cream and Cherry.



"KA-SHOO" SUNDAE

Into a crimp sundae dish put 1 oz. of chocolate syrup—add 1 No. 30 dipper of Vanilla Ice Cream—around edge—butterscotch sauce. Top with a No. 12 scoop of chocolate ice cream. Cover with marshmallow. Make a border of about 8 cashew nuts, rosette whipped cream on top, garnish with one whole cashew nut.





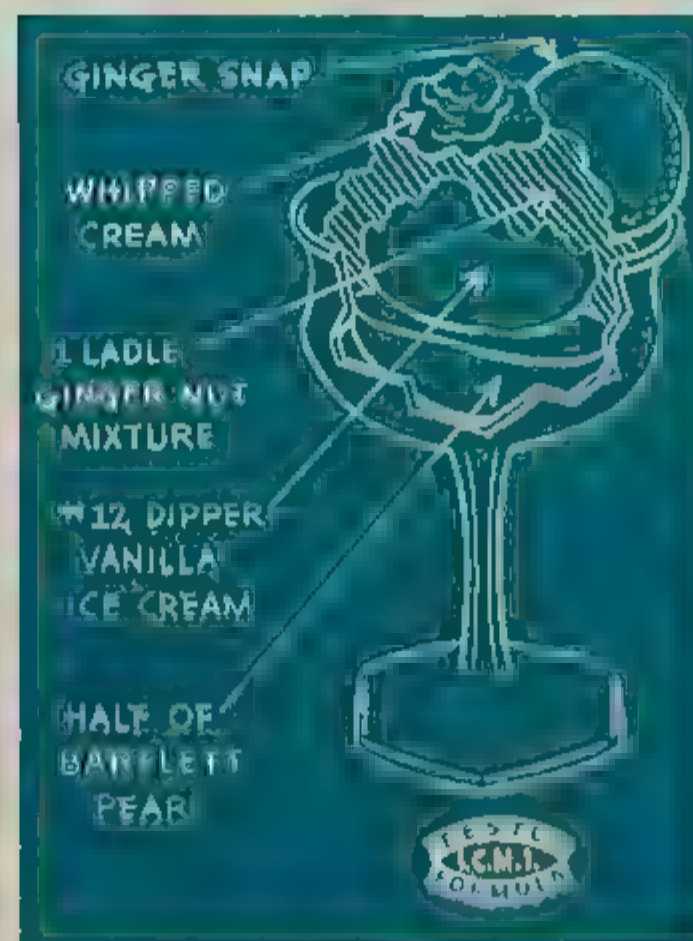
PEACHY-BERRY SUNDAE

Into a tulip sundae dish place a No. 20 scoop of Vanilla Ice Cream. Top with fresh or canned peach half, cavity side up. Fill cavity with crushed strawberries. Add a No. 20 dipper of Ice Cream. Top with crushed strawberries and sliced peaches. Garnish with Whipped Cream and shredded coconut.



GINGER-PEAR SUNDAE

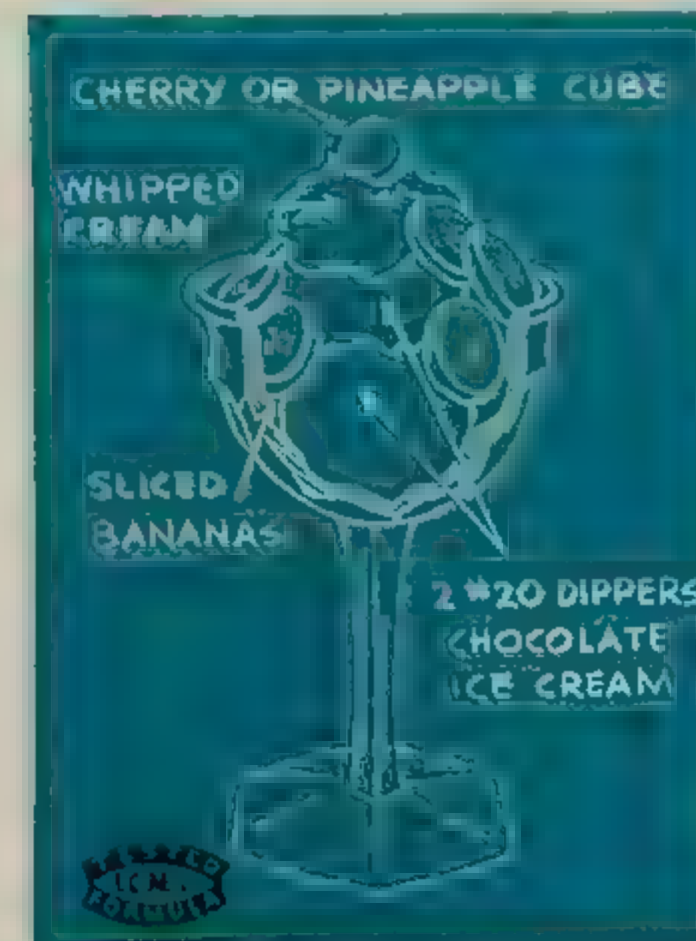
To equal parts of preserved Ginger and Chopped Walnut Meats add half the quantity of syrup from the Preserves. Into a stem sundae dish place half Bartlett Pear. Top with a No. 12 scoop Vanilla Ice Cream. Cover with ladle of the ginger-nut mixture. Garnish with whipped cream and a Ginger Snap.



BANANA "WHIP" SUNDAE

Into a stem sundae dish put two No. 20 dippers of Chocolate Ice Cream. Cover with sliced Bananas and a generous portion of Whipped Cream.

Garnish with Cherry or Pineapple Cube.

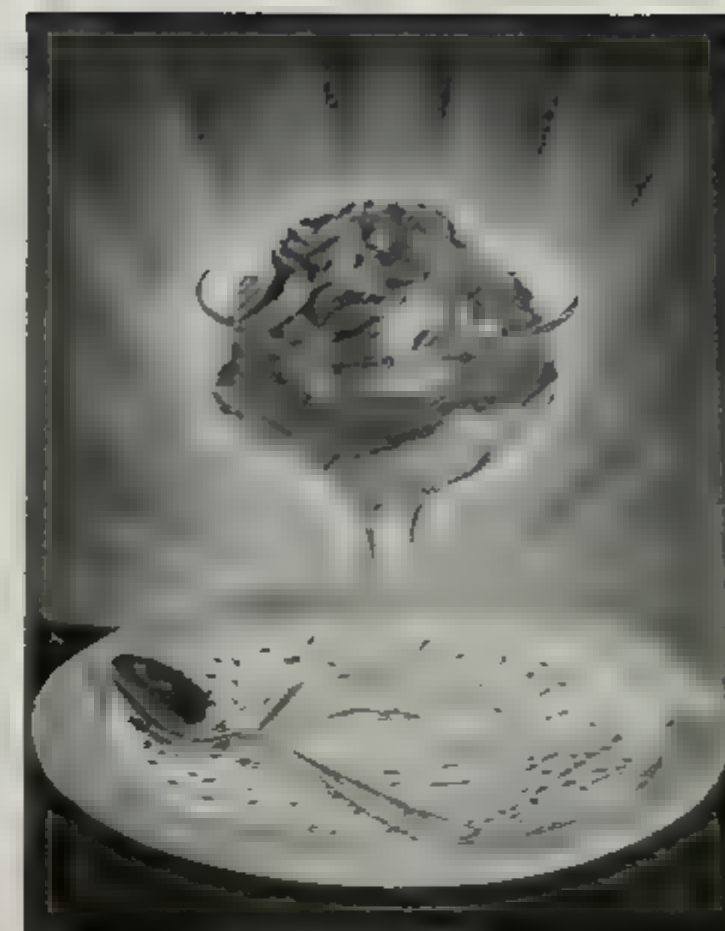


SUNDAES



DOUBLE STRAWBERRY

Into a duplex sundae dish place 2 No. 20 dippers of Vanilla Ice Cream. Between and over the molds of ice cream ladle $1\frac{1}{2}$ ounces crushed Strawberries. Decorate with Whipped Cream and top with Pineapple cube.



BUTTERSCOTCH PECAN

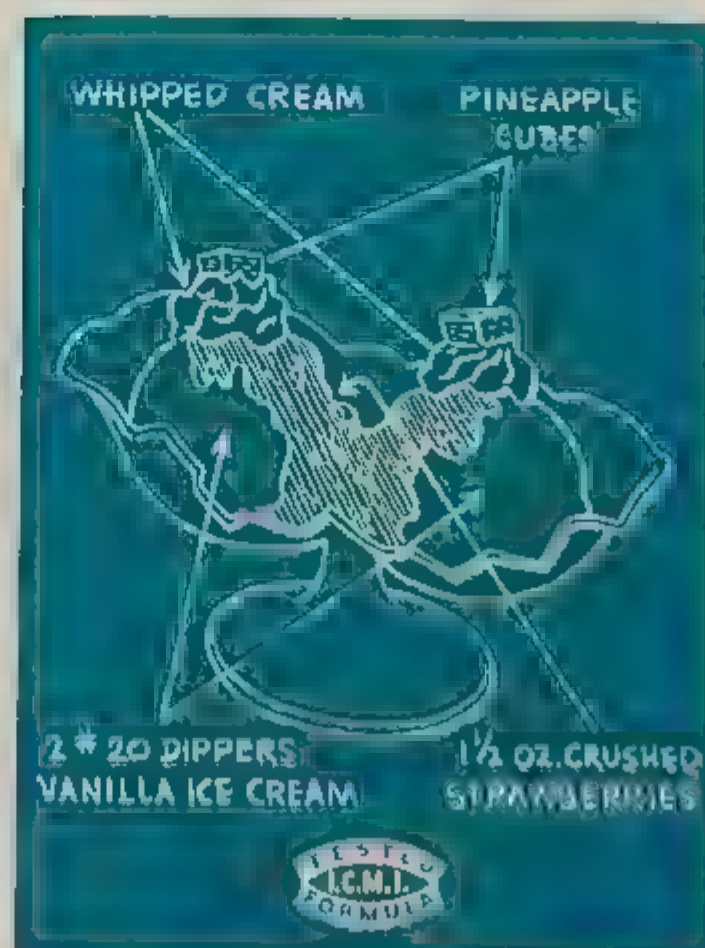
(Or, name this sundae after the most popular coach in your vicinity, with his permission, of course.)

Into a wide type sundae dish place 1 No. 10 scoop of Vanilla Ice Cream. Cover with $1\frac{1}{2}$ ounces of Butterscotch and top with Salted Pecans.



ST. PAT'S SURPRISE

Put a slice of Pear in bottom of tulip sundae dish. Then add a slice of Mint Jelly, then another slice of Pear, then a No. 24 dipper of Vanilla Ice Cream and a No. 16 dipper of Vanilla Ice Cream. Top with Mint Syrup, Whipped Cream and a Green Cherry.





"SAUCY" APPLE SUNDAE

Into a crimp sundae dish place $\frac{1}{2}$ ounce of apple sauce. Add two No. 20 scoops of Vanilla Ice Cream. Cover ice cream with 1 ounce of apple sauce. Top with Whipped Cream. Over the Whipped Cream, sprinkle cinnamon.



THE 19th HOLE SUNDAE

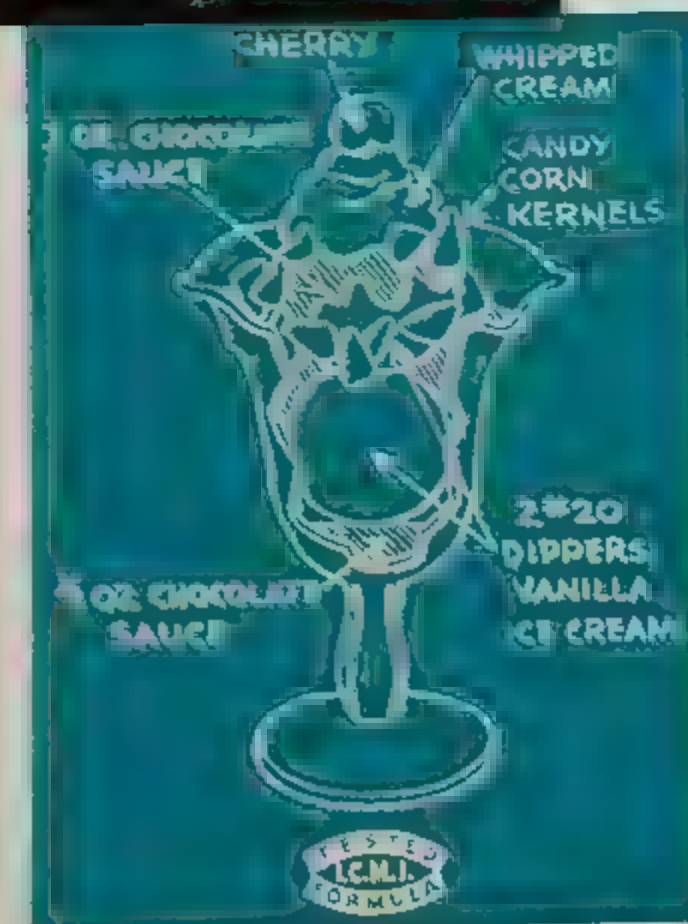
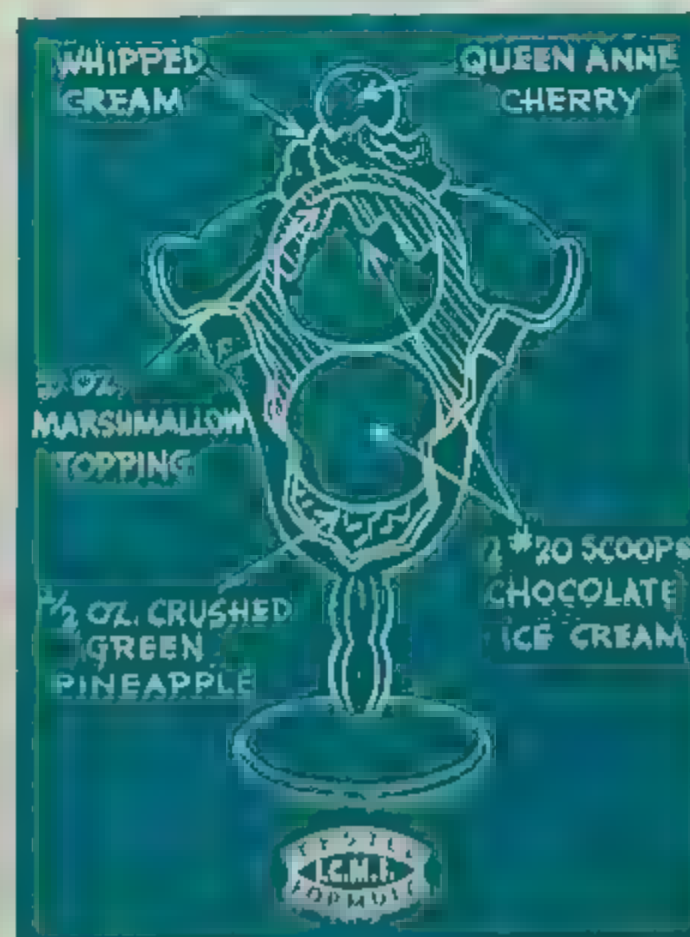
Into a tulip sundae dish place $\frac{1}{2}$ ounce of Crushed Green Pineapple or Green Pineapple Dicettes. Add 2 No. 20 scoops of Chocolate Ice Cream. Cover with 1 ounce of Marshmallow Topping. Top with Whipped Cream and a Queen Anne Cherry.



HALLOWE'EN SUNDAE

or *Harvest Special*

Into a tulip sundae dish place $\frac{1}{2}$ ounce of Chocolate Sauce. Add two No. 20 scoops of Vanilla Ice Cream. Cover ice cream with 1 ounce of Chocolate Sauce and top with Whipped Cream and Candy Corn Kernels. Garnish with Cherry.





TINY TOT SUNDAE

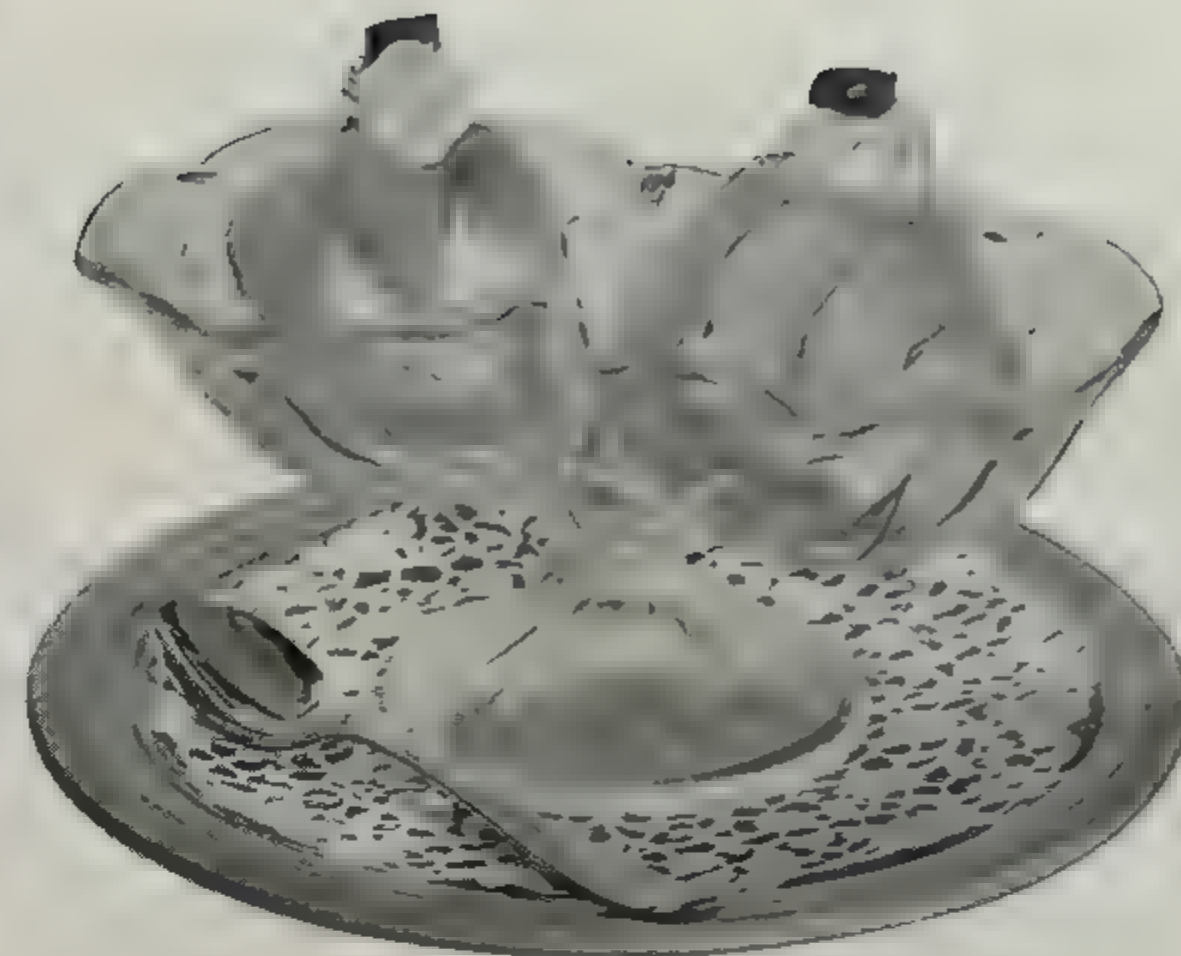
"For Tiny Tots"

Into a flat sundae dish (or saucer) place 1 No. 16 scoop of Ice Cream. Pour one ounce of Chocolate over this. Serve with 4 small Graham Crackers, inserted in dish as shown.



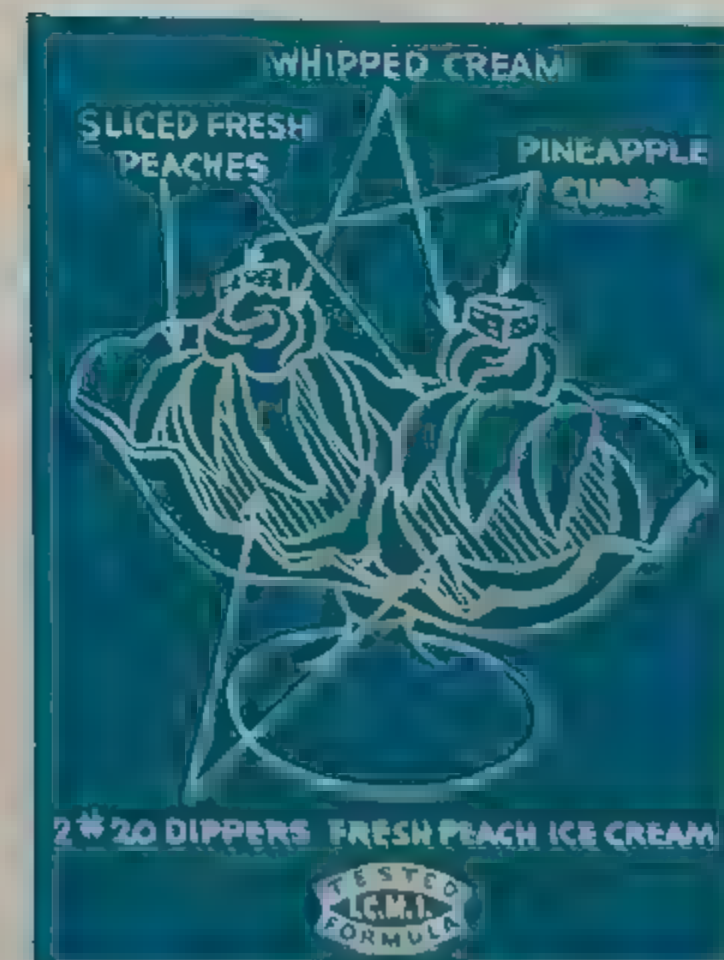
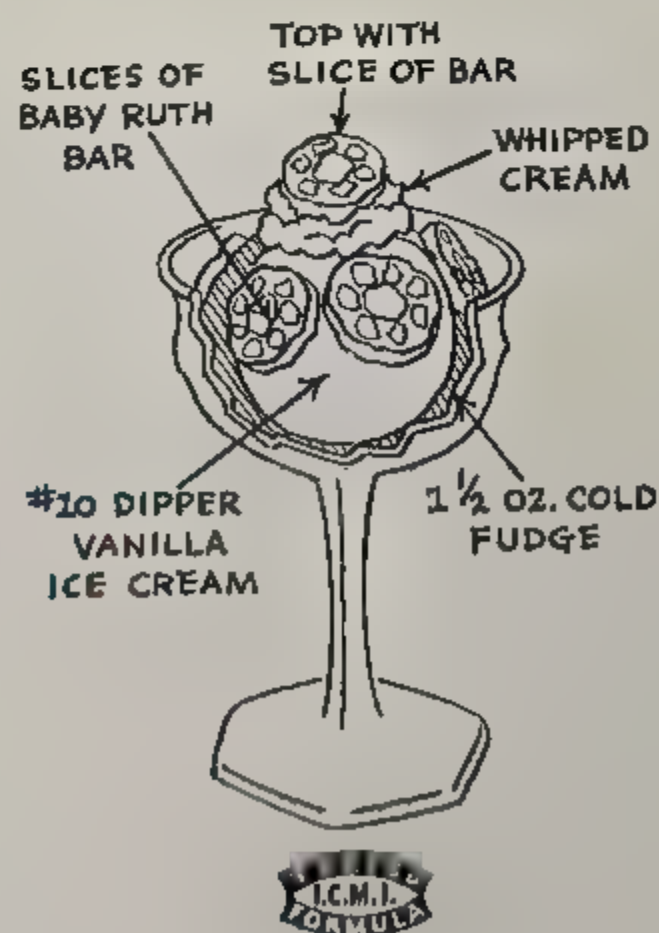
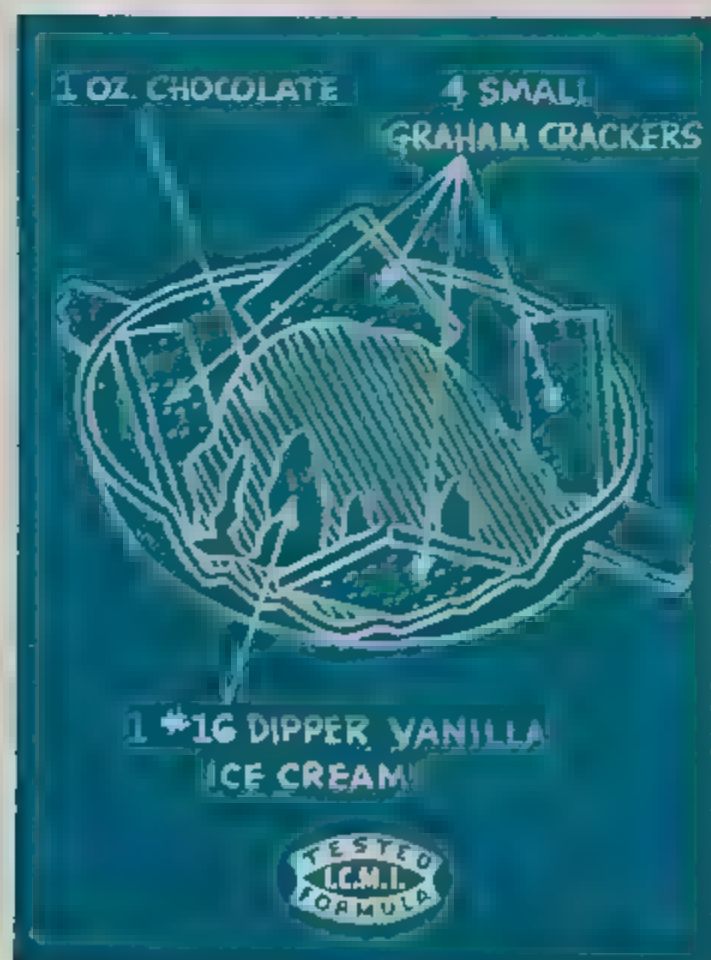
COLD FUDGE BABY RUTH SUNDAE

Over a No. 10 dipper of Vanilla Ice Cream, pour 1½ ounces of Cold Fudge. Over this slice one, one-cent Baby Ruth Bar. Top with Whipped Cream and a slice of the bar.



"PEACHY SISTERS" SUNDAE

Into a duplex sundae dish place 2 No. 20 dippers of Fresh Peach Ice Cream. Cover ice cream with Sliced Fresh Peaches. Decorate with Whipped Cream and top with a Pineapple cube.



PINE-A-BRITTLE SUNDAE

As a topping for this sundae stir $\frac{1}{2}$ cup crushed Peanut Brittle into 1 pint of Crushed Pineapple.

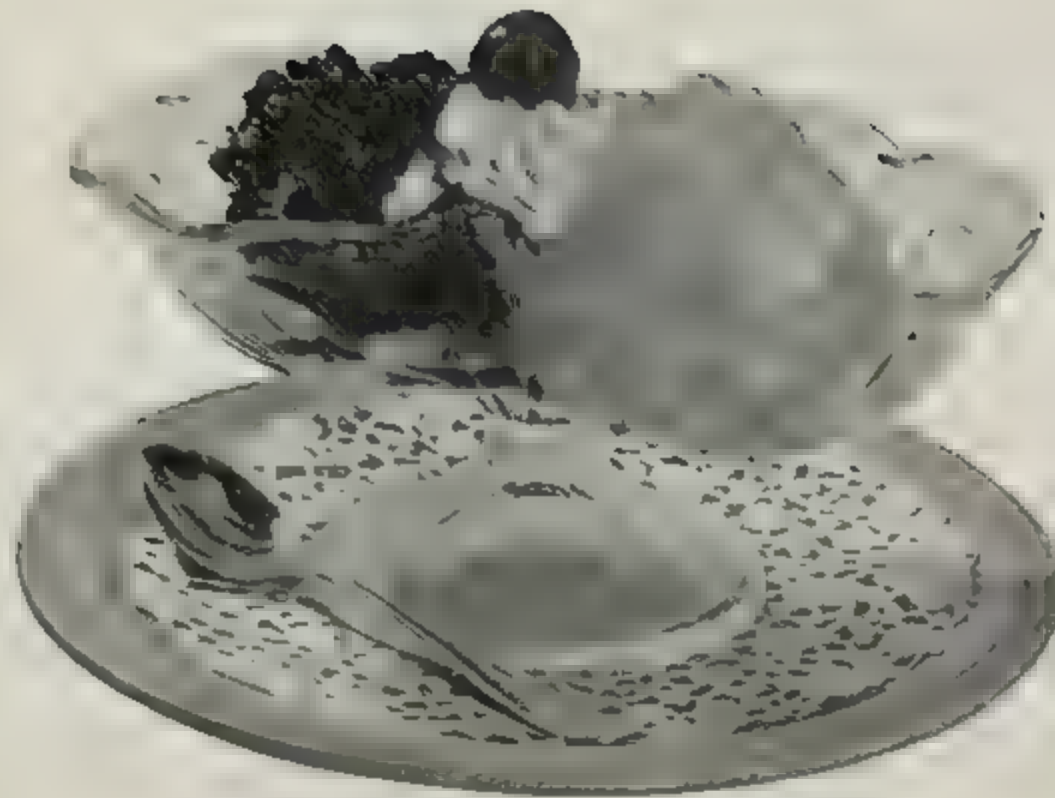
Procedure: Into a tulip sundae dish place $\frac{1}{2}$ ounce of the Pineapple and Peanut Brittle mixture. Add 2 No. 20's of Vanilla Ice Cream. Ladle 1 ounce of Pineapple-Peanut Brittle topping over the Ice Cream and top with Whipped Cream and a Red Cherry.



CRACKER JILL SUNDAE

Into a crimp sundae dish place $\frac{1}{2}$ ounce of heavy chocolate topping, and $\frac{1}{2}$ spoon of Cracker Jack. Add two No. 20 scoops of Vanilla Ice Cream, then 1 ounce of Chocolate Topping and a spoon of Cracker Jack. Decorate with Whipped Cream and a Cherry.

Some dealers have carried out the prize idea as in boxes of Cracker Jack and give a small novelty with each sundae.



PINEAPPLE-BLACK CHERRY TWIN SUNDAE

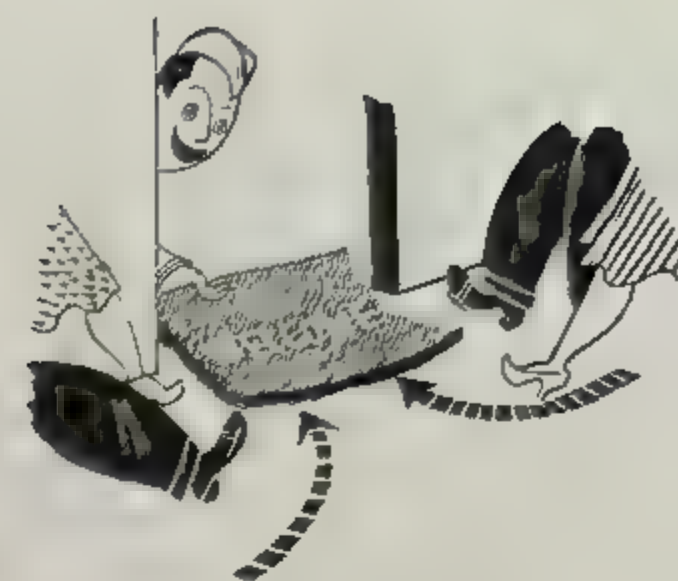
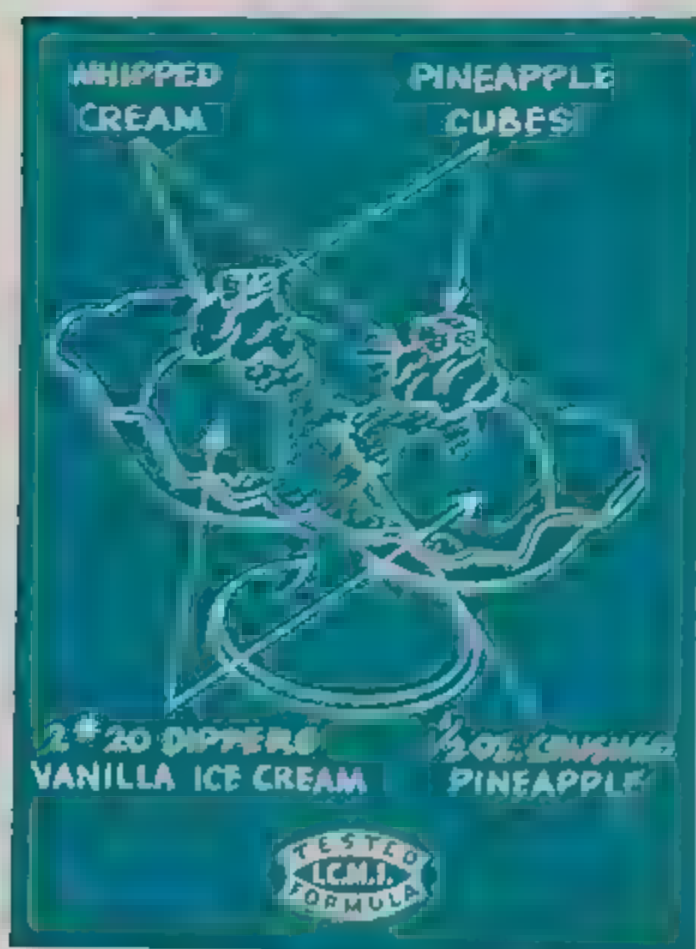
Into a duplex sundae dish place 2 No. 20 dippers of Vanilla Ice Cream. Cover Ice Cream with $\frac{3}{4}$ ounce crushed Pineapple and $\frac{3}{4}$ ounce of Black Cherries. Decorate with Whipped Cream and top with a Cherry.





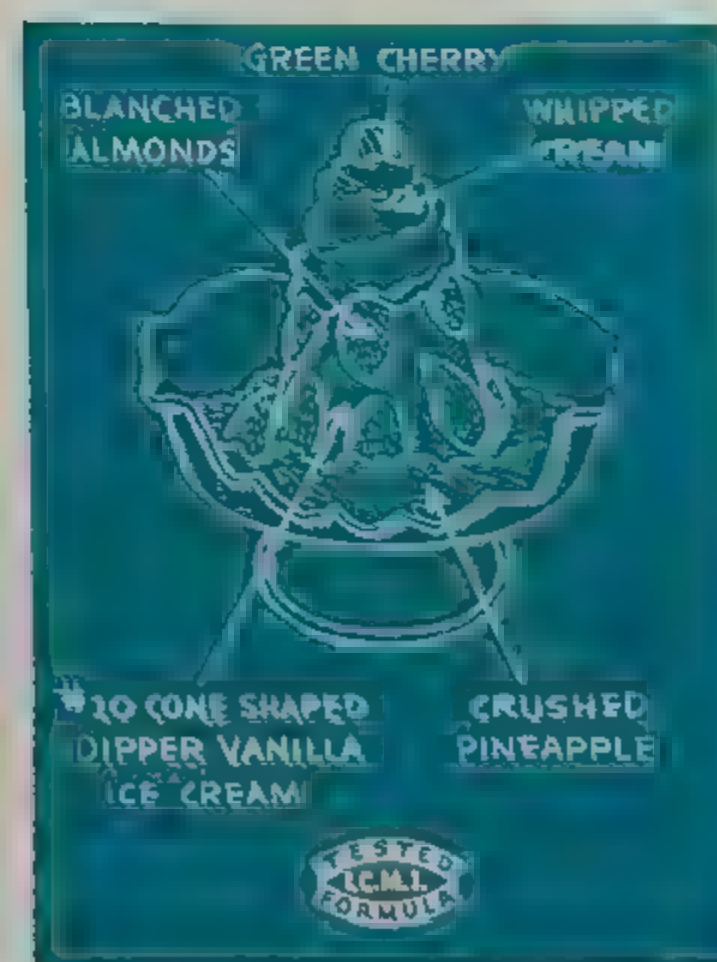
PINEAPPLE DOUBLE SUNDAE

Into a duplex sundae dish place 2 No. 20 dippers of Ice Cream. Between and over the molds of ice cream ladle $1\frac{1}{2}$ ounces of Crushed Pineapple. Decorate with Whipped Cream and top with Pineapple cubes.



PINEAPPLE ALMOND SNOW

Into a short stem round bowl shaped) dish place a No. 10 cone shaped dipper of Vanilla Ice Cream. Surround the bottom of mold of ice cream with Crushed Pineapple. Cover with a portion of Blanched Almonds. Top the peak of Ice Cream mold with a large rosette of Whipped Cream and Garnish with a Whole Green Cherry.





ESQUIRE SUNDAE

A Man's Dish!

In a tall stem glass sundae dish place a No. 10 dipper of Vanilla Ice Cream. Over it, divided into equal parts, pour the following fruit (fresh or frozen):

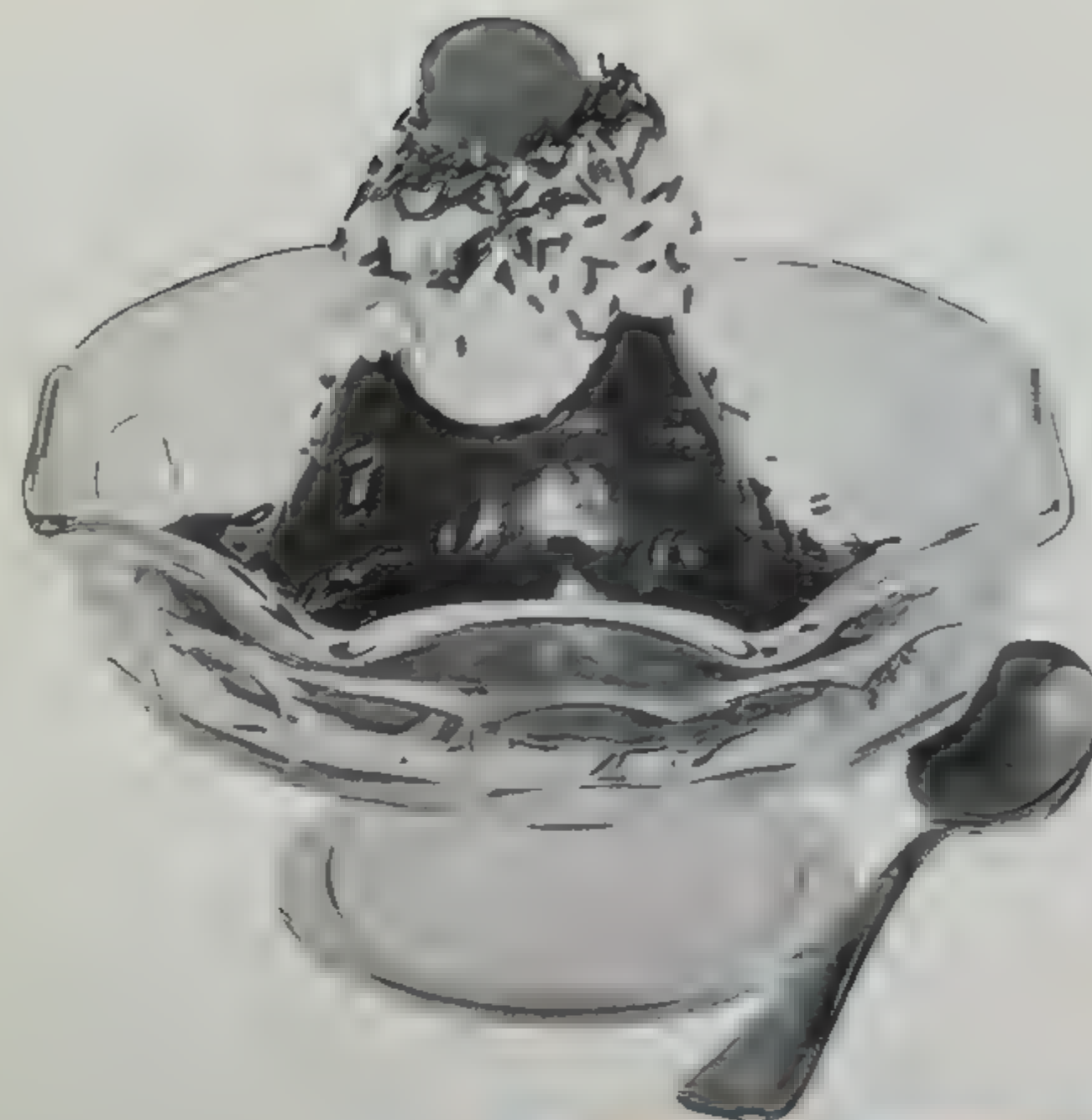
Blackberries

Red Raspberries

Sour Red Pitted Cherries

Sliced Peaches

Top with Whipped Cream and garnish with a whole Blackberry. (This is the sundae illustrated in full color on page 28.)

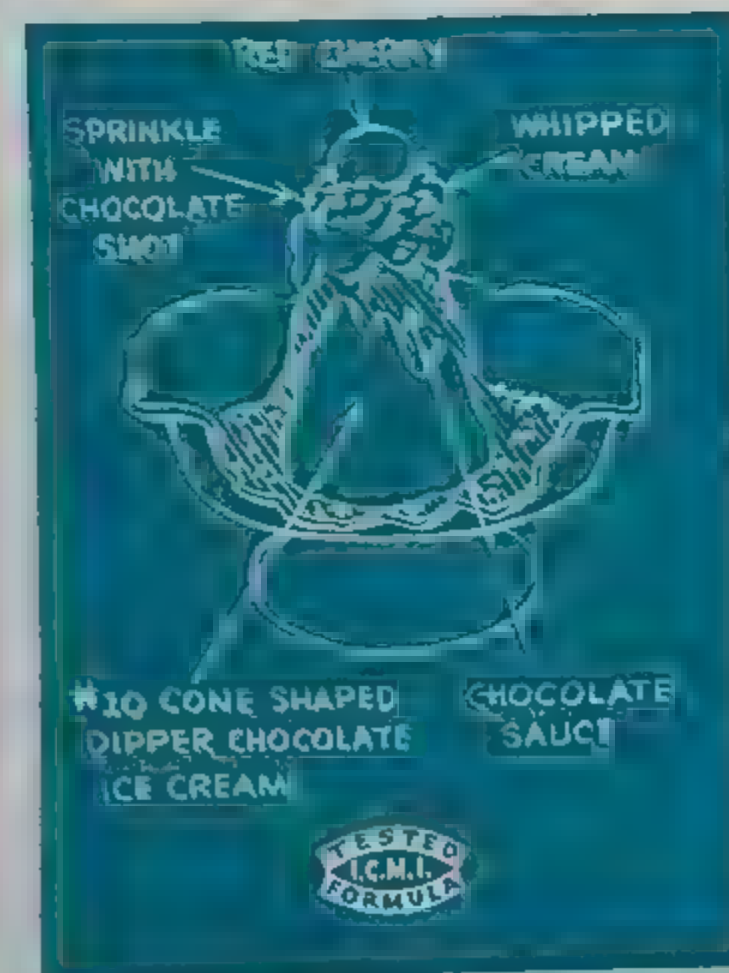


CHOCOLATE NOODLE SUNDAE

Into a short stem round (bowl shaped) dish place a No. 10 cone shaped dipper of Chocolate Ice Cream. Cover the Ice Cream with Chocolate Sauce. Sprinkle with Chocolate Shot and garnish with Whipped Cream and a Red Cherry.

It is well to remember that 70% of all dishes sold at an ice cream department (above 5c) are chocolate flavored. Your customers appreciate a change of dress for a chocolate combination.

Here it is.



A MERCHANDISING PLAN

The illustrated plan is for the merchandising of a Christmas Tree Sundae. However, it will point the way for a complete merchandising plan on any item you may wish to feature at the Ice Cream Department, with some changes of course.

1. Remove all other streamers from back bar. Give full play to "Christmas Tree Sundae" streamers.

Place several small Christmas trees (available at any 5 & 10 or novelty store) on back bar base slab with small tags reading "CALL FOR A 'CHRISTMAS TREE SUNDAE'."

2. To the lapel of each employee's coat attach a Christmas tag labeled "CALL FOR 'CHRISTMAS TREE SUNDAE'."

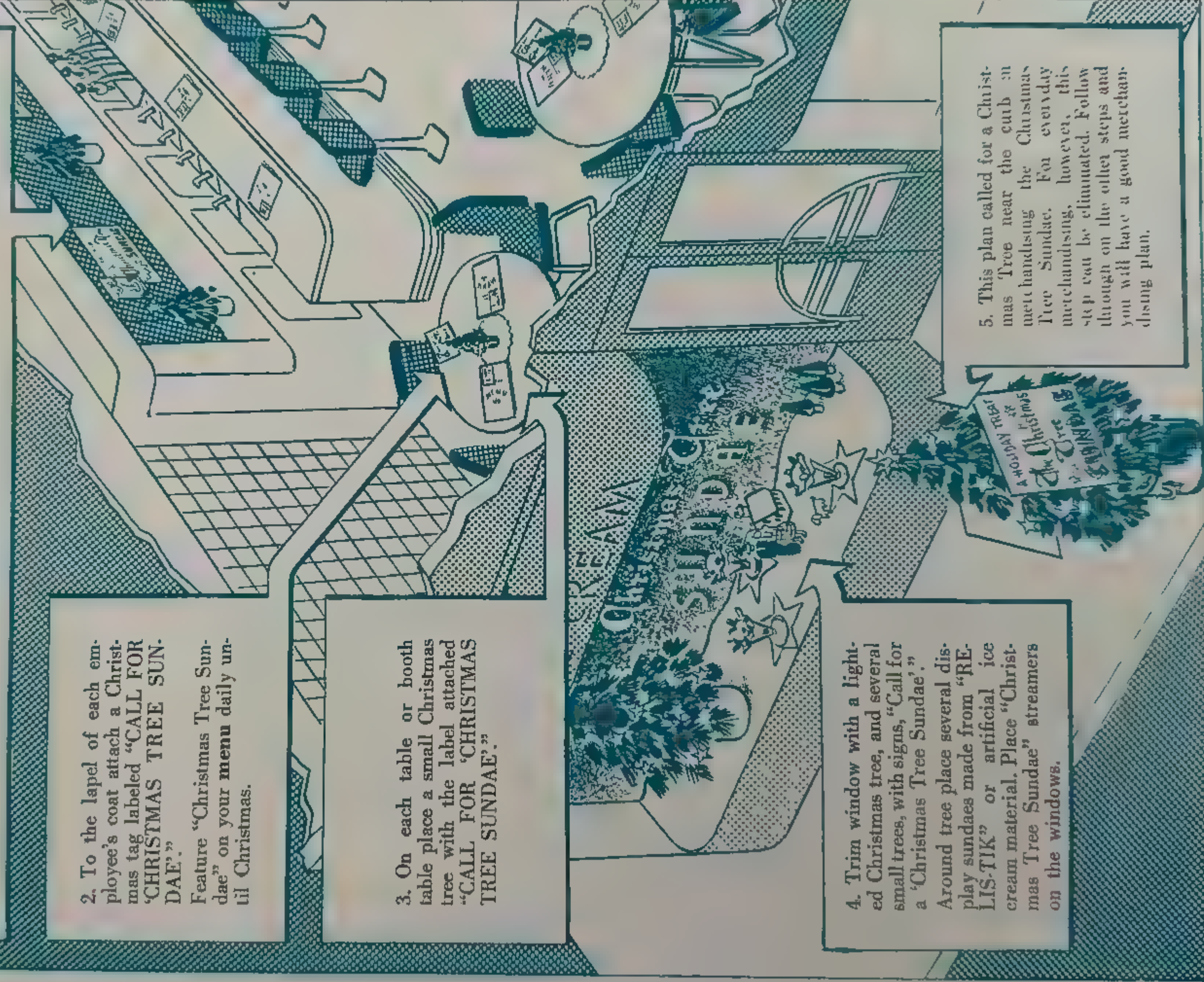
Feature "Christmas Tree Sundae" on your menu daily until Christmas.

3. On each table or booth table place a small Christmas tree with the label attached "CALL FOR 'CHRISTMAS TREE SUNDAE'."

4. Trim window with a lighted Christmas tree, and several small trees, with signs, "Call for a 'Christmas Tree Sundae'."

Around tree place several display sundaes made from "RELIS-TIK" or artificial ice cream material. Place "Christmas Tree Sundae" streamers on the windows.

5. This plan called for a Christmas Tree near the curb in merchandising the Christmas Tree Sundae. For everyday merchandising, however, this step can be eliminated. Follow through on the other steps and you will have a good merchandising plan.



CHRISTMAS TREE SUNDAE

In bottom of crimped sundae dish place a small quantity of Green Pineapple Dicettes or Green Cherry or Creme De Menthe Syrup. Add 1 No. 30 scoop of Vanilla Ice Cream. Top with a spoon of Red Chopped Cherries. Add 1 No. 20 dipper of Vanilla Ice Cream.

Into each crimp of dish alternate a green and red jelly string (narrow, oblong gum drops). Between the jelly strings alternate a whole red or green Cherry. Top with Whipped Cream and sprinkle with Silver Dragees.

Insert a green jelly string in whipped cream to represent the stem of the tree.



Photo!

**ICE CREAM
COOKIES...
and YOU!**



ICE CREAM WITH ? ? ? ? ?

**CREATE GOOD WILL—
SERVE THESE WITH ICE CREAM**

| | | |
|---|---|--|
|  |  |  |
| MICHIGAN LOGS | DOUGHNUTS | PACKAGED WAFERS |
|  |  |  |
| GRAHAM CRACKERS | CHOCOLATE BROWNIES | PRETZEL STICKS |



IT'S THE CHOICE THAT APPEALS!

Elmer Wheeler, a great exponent of modern merchandising says, "Always give the customer a choice between something and something".

A chocolate brownie, a doughnut, or a few wafers, add, for many people, much to the enjoyment of ice cream. It's smart merchandising to capitalize on this taste fancy, and serve a variety of cakes and cookies each with the ice cream flavor it particularly enhances.

MAKE YOUR OWN COMBINATIONS!







Chocolate brownies with vanilla ice cream (graham crackers are fine for children) pretzel sticks with chocolate ice cream, individual wafers with strawberry ice cream—are all good combinations. You can develop others for your particular clientele. Try various "pairs" of ice cream and cookies—you'll soon find the favorites — don't forget — animal crackers for the kiddies.

Give your customers a choice. "Which" is a much better sales question than "what"!

MENU SUGGESTIONS

Fresh Sour Cherry Pie With
Ice Cream
Fudge Loaf Cake and
Chocolate Ice Cream
Caramel Layer Cake and
Coffee Ice Cream
Assorted Cookies and
Ice Cream

**INCREASE SALES—
SELL ICE CREAM WITH THESE:**

| | |
|---|---|
|  |  |
| WITH PIE | LAYER CAKE |
|  |  |
| TURNOVER | FRUIT |
|  |  |
| PUDDING | MARY ANNS OR TORTES |

THE TREATMENT OF FRUITS, SYRUPS & TOPPINGS

CONCENTRATED SYRUPS, because of their strength, will take a full three to one dilution.

Use one quart of concentrated syrup to three quarts of simple syrup. Add one to one and one-half ounces of fruit acid for fruit flavors. Do not, of course, add fruit acid to such syrups as Coffee, Maple, Vanilla, etc.

The syrup containers on some soda fountains hold only three quarts of syrup. Therefore, many operators only make up three quarts of syrup at a time. Do not at any time add fresh, new syrup to any syrup remaining in the syrup jar. It is advisable to use up the syrup, cleanse the jar thoroughly, dry it perfectly and then pour in some fresh new syrup.

It is well to call to your attention that in the preparation of syrups, the instructions on the label should be followed carefully.

Ready to Use Syrups

High quality ready made fountain syrups provide properly made syrups that are always uniform in density, color, acidity and flavor. There is no chance of error, as it is only necessary to open the can and pour the contents into syrup jars.

Crushed Fruits

For fruits served from crushed fruit bowls, one quart crushed fruit, two quarts simple syrup, four ounces concentrated syrup (same flavor as crushed fruit) one ounce citric acid, or fruit acid solution. If it is desirable to use crushed fruits for all purposes, that is, to use crushed fruit instead of syrup in making Ice Cream Sodas, Fruit Malted Milks, etc., and space is limited, we suggest the combination—one quart crushed fruit, three quarts simple syrup, eight ounces concentrated syrup (same flavor as crushed fruit), one and one-half ounces citric acid or fruit acid solution. This latter formula makes, of course, a very much thinner mixture and care, therefore, must be exercised by the operator in serving so that equal distribution of the fruit is made to each serving.

In preparing fruits it is, of course, necessary to use more of syrup and less fruit for Sodas, Milk Shakes and Malted Milks, etc., and more fruit and less syrup for Sundaes, Parfaits or fancy services.

Syrups, Fruits, and Toppings for the Fountain

It is indeed practically an impossibility to build a quality finished drink—sundae—milk shake—soda, or specialty, of a repeat character, unless the syrups, fruits and toppings, used, are of high, standard, uniform quality.

Syrup Room

If it is possible, a separate room, or at least a space set aside for syrup making and preparation of fruits and toppings, has decided advantages. Utensils used in the syrup room should not be used for any other purpose. When these utensils are used for general purposes, there is naturally, danger

that something else will be measured in a container or kept in one which, when used again for syrup, has the tendency to give the syrup a foreign flavor or cause fermentation and spoilage. All utensils, such as measures, crocks, etc., should be thoroughly washed and sterilized with plenty of hot water, after each use. The following is a simplified list of utensils for the syrup room:

| | | |
|------------------------|------------------------|----------------------|
| Stove or Candy Furnace | Large Metal Spoons | Cutting Board |
| A 3 or 5 gallon copper | 2 Spatulas | Strainers |
| kettle | Large Knives | Can Opener |
| Simple Syrup Tank or | 3 1-Gallon Milk Crocks | Food Chopper or Meat |
| Jar | 6 1-Gallon Glass Jugs | Grinder |
| 2 Wooden Paddles for | 32 oz. Graduate | Scale |
| Stirring | 4 oz. Graduate | Dry Storage Bin for |
| Large Wooden Spoons | Bolt of Cheese Cloth | Sugar |

Preparing Toppings

Marshmallow Topping. This is a popular and important topping and has quite an interesting variety of uses. To obtain the best possible result, it must be handled carefully. When using a high quality Marshmallow Creme, it can be doubled in volume by the addition of hot water, thoroughly beaten into the Marshmallow until the mixture becomes fluffy and of the consistency you like best.

Caramel and Butterscotch Toppings are usually diluted only on a fifty-fifty basis. Some soda fountain operators produce their own Caramel, Butterscotch, Marshmallow, etc., but because of the convenience, guarantee of uniformity, quality and small inventory, the prepared toppings by legitimate manufacturers are now almost universally used.

Fruited Marshmallow. There are many special dishes, Sundaes, Melbas, Parfaits, Frappes, etc., in which Fruited Marshmallow might be used very successfully. This item is also available from the manufacturers but you can, if desired, add fruit to the regular white or vanilla Marshmallow and additional color, if necessary. Care must be taken in making your own Fruited Marshmallow because if not properly handled, it will become "runny" and syrupy.

Nut Toppings. The following variety of nuts are most generally used at soda fountains which have attained fame for their high class specialties. Pecans, English Walnuts, Black Walnuts, Brazils, Filberts and Pistachio. Salted Almonds, Salted Peanuts, Salted Cashews, Salted Pecans.

Nut Toppings in Syrup. This is a popular topping indeed and is preferred by many small operators, rather than dry nuts, because when packed in syrup flavored in harmony with a particular kind of nut, the nuts are impregnated with the flavor and are rendered juicy and tender and are in character with the Ice Cream, which is soft. It is only necessary to add a small amount of simple syrup to any of the nut toppings.

QUALITY SYRUPS MAKE QUALITY DRINKS

Simple Syrup

14 pounds of Granulated Sugar
1 gallon Boiling Water (Wine
gallon, 128 ounces)

For the Canadian or Imperial
Measure:

17½ pounds Granulated Sugar
1 Imperial gallon water

Bring the water to the boiling
point. Turn off heat, add sugar
and stir until dissolved.

Another formula—

Place 6 pounds granulated su-
gar in a 1 gallon container. Add
enough water to make one gallon.
Result 32° Baume.

For the Imperial measure put
7½ pounds sugar in one Imperial
gallon container and add enough
water to make 1 Imperial gallon.
Result 32° Baume.

Syrup made as above will not
ferment or turn sour. This method
produces two gallons of the best
syrup. As sugar brings out the
flavor in most fountain beverages,
it is poor economy to be sparing
in its use. Light syrups, like poor
carbonation, injure the finished
beverage.

Caution: Do not boil sugar and
water together, as this merely re-

duces the volume without improv-
ing the quality of your finished
Simple Syrup.

Preparation of Fruits, Syrups and Toppings

Most syrups come to you in
concentrated form, and there are
some flavors prepared in com-
pounds, or very heavy concen-
trates. All of them are to be di-
luted with Simple Syrup before
using.

Syrups marked "Ready-to-Use"
do not require the addition of
Simple Syrup and are ready for
service as they come from the
packers.

Always read the directions on
the labels. Wherever fruit acid
solution is specified on the manu-
facturers' label, it should be used.
Syrups need very often a certain
amount of acid to develop fully
the fruit flavor.

After syrups have been proper-
ly prepared and are ready for
the pump jars, be sure to clean
jar thoroughly with hot water
and dry thoroughly before filling.
Always clean and dry jars before
each and every filling.

SIMPLE SYRUP DENSITY TABLE



Cold Process at 60° Fahrenheit

| Pounds of Sugar to one gallon cold water | Total Gallons of Syrup Obtained | Pounds of Sugar in one gallon of Syrup | Percentage of Sugar by weight | Specific Gravity | Density in degrees Baume |
|---|--|---|-------------------------------------|---------------------|--------------------------------|
| 8 | 1¼ | 5 | 49 | 1.227 | 26.75 |
| 9 | 1¾ | 5¼ | 52 | 1.244 | 28.25 |
| 10 | 1⅞ | 5⅝ | 54½ | 1.258 | 29.50 |
| 11 | 1⅞ | 5⅞ | 57 | 1.271 | 30.75 |
| 12 | 1-15/16 | 6⅛ | 59 | 1.284 | 32.00 |
| 13 | 2 | 6½ | 61 | 1.296 | 33.00 |
| 14 | 2⅛ | 6⅝ | 62¾ | 1.306 | 33.75 |
| 15 | 2-3/16 | 6⅞ | 64¼ | 1.315 | 34.25 |

To make Simple Syrup by using any of the above proportions of sugar and water means that sugar must be weighed, water measured and these ingredients mixed, all of which requires both labor and equipment.

With the introduction of Automatic Percolators in the last few years, the weighing of sugar, measuring of water and mixing of ingredients has been done away with because the Percolator does that.

The following table gives the proper amount of water to be added to obtain simple syrups of different densities. We, however, recommend boiling water as a safety against fermentation.

TABLE OF SUGAR EQUIVALENTS

| Gallons Percolator Syrup | Add Gallons Water | Making 10 Gallons at | Equivalent to one gallon of water and |
|--------------------------------|-------------------------|----------------------------|---|
| 10 | 00 | 34½° | 15½ lbs. sugar |
| 8¾ | 1¼ | 33 | 13 lbs. sugar |
| 8½ | 1½ | 32° | 12 lbs. sugar |
| 8¼ | 1¾ | 30° | 10½ lbs. sugar |
| 7¾ | 2¼ | 28° | 9 lbs. sugar |
| 7¼ | 2½ | 26° | 7½ lbs. sugar |
| 6½ | 3½ | 24° | 6½ lbs. sugar |
| 6 | 4 | 22° | 5½ lbs. sugar |

THE PARADE OF ICE CREAM!



HERE'S a real "round up" of the ice cream fashions in the season's fancy dresses, which have been charted for you on preceding pages.

"Mannequins" of ice cream, arrayed in the new eye appealing fashions of taste tempters, which the 1940 "LET'S SELL ICE CREAM" has presented for your approval.

Models for the little folks—for milady's various moods and fancies—for summer—for winter—for everyone—anytime.

Isn't it a tempting array? And, doesn't this table of beauties give you many an idea for intriguing combinations?

You'll Find Them All!

Every dish here pictured is photographed and charted elsewhere in this book—and, formula for its preparation, given.

And Many Others

This is only a review of the parade of ice cream beauties in this edition of "Let's Sell Ice Cream".

New Ice Cream Services

Many of the outstanding specials are not here shown. For example,

on a preceding page you will find the outstandingly different and attractive "Bouquet of Sherbets"—a new combination in a beautiful new dish.

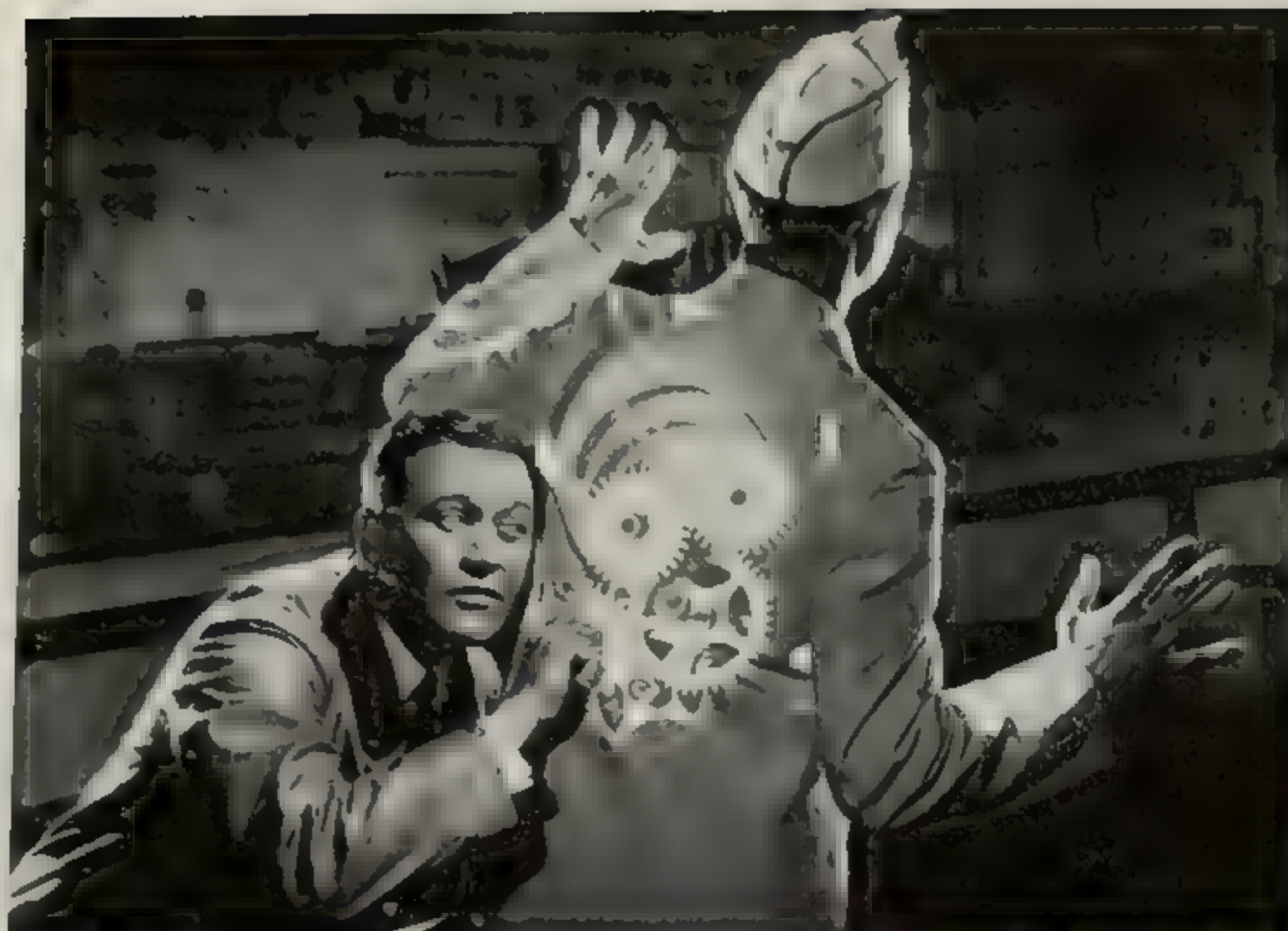
Then, there is the new ice cream soda glass—streamlined for modern soda fountain service and used to portray a number of delightful ice cream soda combinations. (Look in the ice cream soda section.)

The new double sundae dish, effectively used with some unusually flavorsome ice cream combinations, is pictured for the first time. (See page 32 or 38.)

There are many others whose possibilities have surely been evidenced as you have seen them pictured in these pages.

The Glorious Array!

Plan now to use some or all of the ice cream specials in your 1940 dress parade of new dishes for your own ice cream selling. With the many pages of pictured and charted combinations, you can make up your own parade, which will march right into your customers' favor and sound the trumpets for more and better ice cream dishes.



American Druggist Magazine

THE ICE CREAM DEPARTMENT "men in white" can be compared to clocks—some are "day winders"—some "eight-day"—and some seem to be "self winders"—but each needs an initial winding!

You, the "winders" should take the time to find to which type your "men in white" belong. Don't expect the "daily winder" to work along without supervision like the man who seems to "wind himself".

Remember, these men aren't entirely responsible if they aren't "keeping time" with your merchandising plans. You should have the keys to wind them. Yours is the responsibility for setting the hands for the "forward march" of your ice cream department's operators.

At 21, Irving Thalberg was the head of one of the largest film companies in Hollywood. When he died in his middle thirties, he was the world's outstanding producer of moving pictures. The secret of his success? *Enthusiasm!* One who knew him intimately said: "The secret, I think, of his great power over people—his ability to get the best out of people who worked for and with him—was his own terrible enthusiasm. It poured into you and electrified you, stimulating you beyond your own ability."

The winners in all fields are those who have a "terrible enthusiasm" for their work. We must sell with the enthusiasm of a Billy Sunday bringing lost souls to repentance!

DO YOU HEAR WHAT I HEAR?

Enthusiasm is the white flame that melts barriers. It was Emerson who wrote "Nothing great was ever accomplished without enthusiasm."

You will never be a big business man, you'll never be able to build a personnel "clicking" for you, without enthusiasm. The boys and girls behind your retail counters won't reach the ultimate success in their respective vocations, unless they are charged with enthusiasm and are inspired to stimulate a similar feeling among those with whom they come in contact.

Do You Hear What We Hear?

Yes, you do!

"Where can we get good fountain managers? Where can we get good fountain men? Where can I get a Fountain Supervisor? Where can we get a man to take charge of our stores?" Such queries come in from all parts of the nation to the Ice Cream Merchandising Institute.

We hear that there is a scarcity of really capable fountain managers . . . that present day fountain men have a tendency to be "lacking in ambition and don't seem to want to learn."

But there are young ambitious boys who could be shown advantages of and opportunities for successful careers in the retail Ice Cream Department.

Find these boys. Spend a little time and thought in finding the *right key* to wind up their imagination, initiative, pep. You'll get results which will electrify you.

Here in "Let's Sell Ice Cream" is the material for fashioning dozens of keys. Check over the pages. Read them with your present personnel in mind.

Start "winding" the men in white. They're your biggest asset in Ice Cream merchandising—your one real avenue for expansion of profitable sales!

Make your key of new ideas, enthusiasm, fit your man in white, and we'll all hear a *real* click of Ice Cream merchandising.

LIME FREEZE

Into a mixing glass put the following in order named:

- 3 ounces Water
- $\frac{1}{2}$ ounce Fresh Lime Juice (about juice of half good sized lime)
- 2 No. 20 dippers Lime Ice.

Whip together with soda spoon into a smooth texture. Then pour into a 7 ounce glass.

For garnish, suggest green cherry or sprig of Fresh Mint. To fill a 12 oz. glass, use juice of 1 whole lime and increase water content. The finished drink will be thinner.



"LIME-LIGHT" PARFAIT

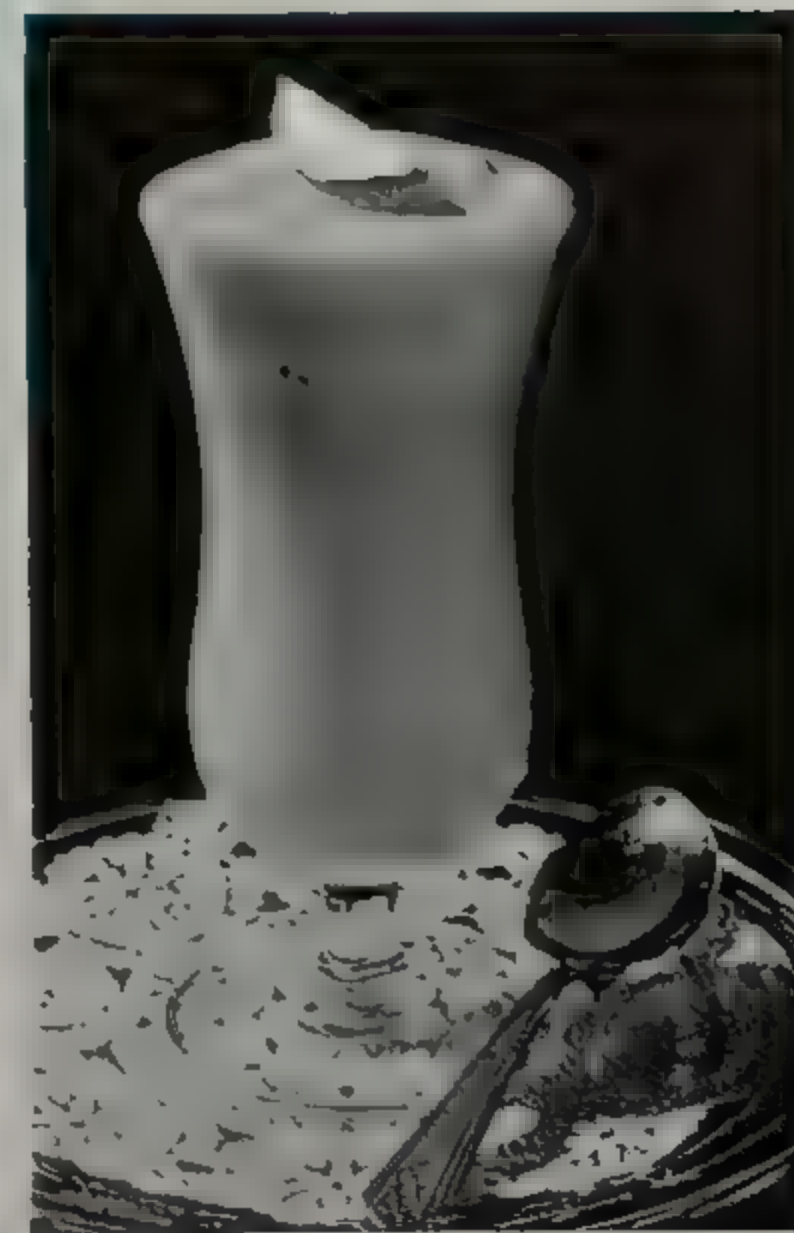
So Cool! Refreshing! "Appetizing"!

• For the first course — between meal — or dessert—

Any time—any place it's the "lime-light" of the occasion.

Use the same formula and method as in the Lime Freeze, but reduce the water to $\frac{1}{2}$ ounce.

And, garnish with either a Strawberry —Cherry—or Pineapple Cube.



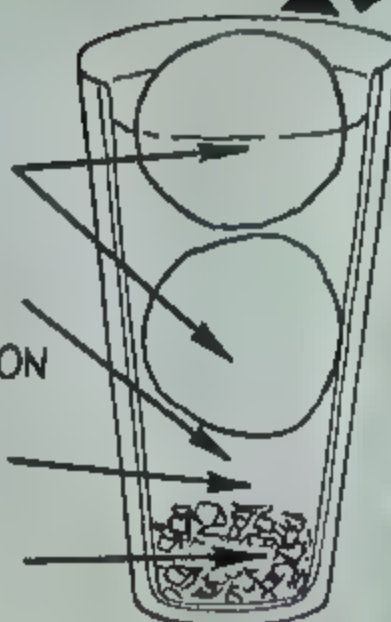
ORANGE FREEZE

2 #20
DIPPERS
ORANGE ICE

2 OZ. ORANGE
JUICE - JUICE
OF HALF A LEMON

3 OZ. WATER

1 SCOOP
CRACKED ICE



Into a mixing cup put the ingredients in order named:

Whip together on mixing machine, about one minute. Then pour into a 12 ounce glass, garnish with slice of orange and Sprig of Fresh Mint, serve paper napkins, long spoon and straws on the side.



FROSTED ORANGE PARFAIT

Refreshing—"Appetizing"—Cooling

Place the following into a mixing glass:

- 2 ounces Orange Juice
- Juice of half a Lemon (No. 360 size)
- 2 No. 20 dippers of Orange Ice or Orange Sherbet

Whip to a smooth texture with a spoon or on drink mixing machine and serve in a parfait glass, topped with a slice of Orange or a Green Cherry.

For the First Course—Between Meals—or—Anytime!





FRUIT CUP WITH SHERBET

For First Course Service

Fill a fruit cup with fruit in the usual manner. Top with a small dipper of any sherbet you have in stock and garnish with a piece of fruit that you have in the fruit cup.

Place this in an Iced Cocktail Server — place on doilie covered plate and it's ready for service.

The same fruit mixture as that for which special formula is given on page 32, is excellent to use as the foundation for this attractive service.

Canned fruit cocktail is also used for this purpose.



GRAPEFRUIT CONDE

After washing and drying grapefruit, cut in half and core. Remove membrane.

If additional eye appeal is wanted, V-out grapefruit as indicated in illustration.

Into the cavity place a spoon of White Grapes in Syrup. Top with Orange Sherbet. Surround sherbet with White Grapes, half Green and half Red Cherries or Red and Green Pineapple Cubes alternately. Top with White Grape.

Trickle a small quantity of Grenadine Syrup around top of grapefruit (*not over sherbet*). These fruits can be alternated with any other fruits in season, so long as you give it the color appeal.



“BOUQUET of SHERBETS”

“**B**OUQUET OF SHERBETS” as here pictured shows four flavors of sherbet. However, successful promotion of this feature item may be carried on with less than this number of flavors.

“Bouquet of Sherbets” is designed to sell *more sherbet to more people*. If you ordinarily carry 2 flavors of sherbet, use them for this dish, alternating in manner pictured here. This will present an attractive food picture. The small rosette of whipped cream in the center ties in with the flower idea.

Feature With Flowers

“Bouquet of Sherbets” has very definite merchandising value to usher in a season or for the opening of a new store.

A rose, carnation, chrysanthemum, or other suitable flower, presented with each service, definitely highlights it as an out-of-the-usual dish. The flower idea is especially good as an advertising feature for a new store opening.

“Bouquet of Sherbets” with two, three, or four flavors of sherbets will merchandise sherbets for you!

Procedure: Into a round footed sundae dish place 4 No. 24 scoops of different flavored Sherbets. By the use of pastry tube or individual whipped cream server (whipped cream colored pink) form flower petals.



TIE IN YOUR ADVERTISING AND SALES CAMPAIGN IN WITH SPORTS EVENTS

Get a little Fun out of life! Mix business with pleasure. This is one time it really pays to do so. Have the fun of tying in with sports in your community and at the same time, profit by the increased interest on the part of your customers.

People these days really "go in" for sports. They are attracted to advertisements and get a big kick out of business which associates its products with sports events.

There isn't a product that can be tied in better with sports than Ice Cream—with all its wholesome, healthy, energizing qualities.

When America is sports minded she is play minded and when America Plays—She Eats Ice Cream.

So . . . get on the band wagon NOW! Don't let a single sport event go by without using it to "Spot-light" your store.

Soap Box Derby

It's easy! Let's take the huge, newly born sport activity that has taken the nation by storm. That's right! THE SOAP BOX DERBY. Fix your store up with the complete merchandising plan first of all, (see page 44), directing your plan, of course, toward a "Soap Box Derby Sundae". Time your campaign so that it starts about 10 days before the contest in your town. One week before the derby, send out a card to all the boys in your neighborhood who are entered in the derby (list may be obtained from Chevrolet Dealer or newspaper sponsoring derby). Have a preview showing of the racers and give prizes to the winners, that is, best looking racer, lightest racer, best brakes, etc. Naturally, you will have a big crowd around your store when the judging is going on and your store will get a lot of very good advertising.

Home Town Stars

If you do not tie in with big league baseball and feature sundaes accordingly, then at least name sundaes after and advertise the home town stars (with their permission).

And Boxing?

Big boxing match in your town this week? Splendid! Paste up pictures of leading contenders and feature CHAMPIONSHIP MILK SHAKES! Or, run a Golden Gloves outcome guessing contest. If you want publicity on it get a picture of some of the boxing boys enjoying "Heavyweight" Milk Shake at your store as part of their training diet!

Around the Calendar

There are hundreds of ways of attracting interest to your store from Spring baseball, through Winter hockey. Tie in with sports.

AT HOME "PLATE":

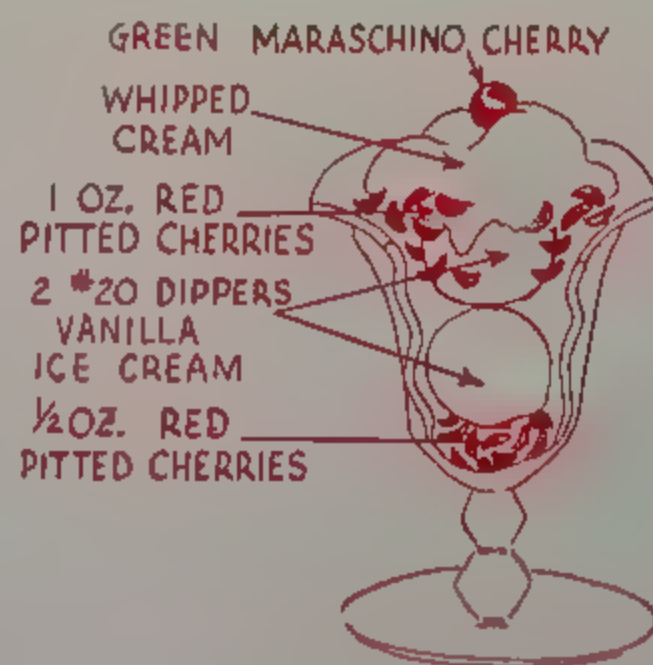


Pineapple Boat

In a banana split dish place 2 Pineapple Spears, lengthwise. Then place in the dish 3 No. 30 dippers of Vanilla Ice Cream. Between the center and end molds of ice cream place a half ladle of crushed Pineapple. Top each mold with a rosette of whipped cream. Garnish the two end molds with a red Pineapple Cube and the center mold with a green Maraschino Cherry.

Fifty-six

AT FIRST BASE:

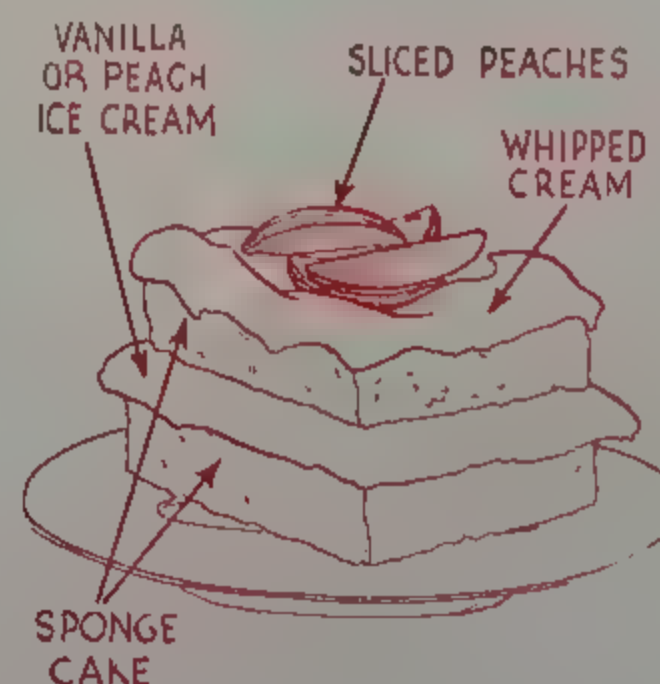


Sour Cherry Sundae

In the bottom of a tulip sundae dish place 1/2 ounce of Red Pitted Cherries. Add 2 No. 20 dippers of Vanilla Ice Cream and cover with an ounce of Red Pitted Cherries. Garnish with whipped cream and top with a whole Green Maraschino Cherry.

Frosted "F.S.P." Cherries may be used in this combination.

AT SECOND BASE:

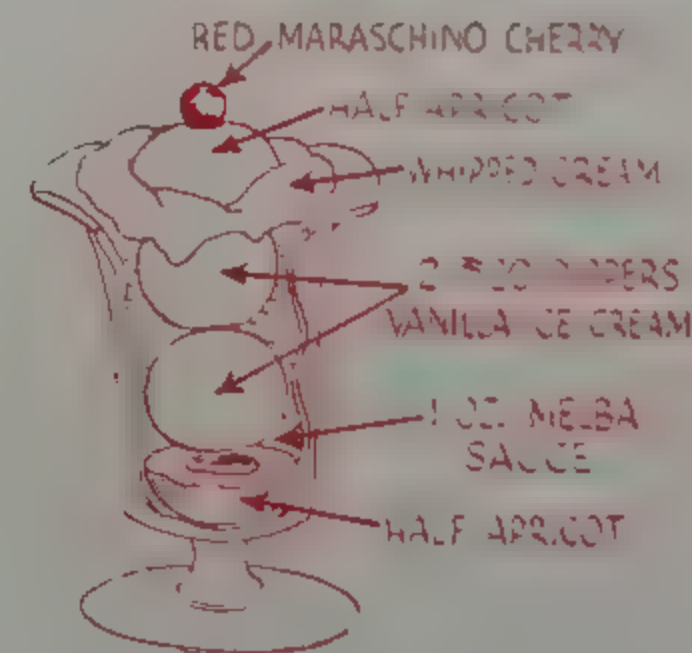


Peach Ice Cream Cake

Use either the square or round sponge cake. The squares are usually about 2 1/2 by 3 1/2 inches. Cut in half—on the lower half of the cake place a good portion of Vanilla or Peach Ice Cream, using either the spade to form it or brick ice cream.

Cover with the other half of the cake. Decorate the top edge of the cake with scallops of whipped cream. In hollow, place a ladle of fresh or frozen sliced peaches. Serve with a fork.

AT THIRD BASE:



Apricot Melba

In the bottom of a melba cup, place a half Apricot. Add 2 No. 20 dippers of Vanilla Ice Cream. Over this pour an ounce of Melba Sauce. Place a half Apricot over the top and make a small cavity large enough to hold a Red Maraschino Cherry. Border with whipped cream.

**THE BASES
ARE FULL—
with Seasonal
“Knockouts”!**



Special Services



IN THE operation of today's successful ice cream department, certain colorful and distinctive ice cream services are almost an essential factor. These are the parfaits, coupes, tortes, banana splits and other similar combinations which the consumer enjoys and the public demands. They are the "garnish" of your ice cream department. Not to take the place of the "regulars"—sundaes, sodas, milk drinks, but to add that color and variety which any food service needs for additional customer attraction.

Here grouped as special services, the succeeding pages present formulae and charts for successful production of these "glamorous" ice cream combinations.

Theirs is a distinct and distinctive place in modern ice cream merchandising.

THE ICE CREAM BOWL



BRANDI-COT COUPE

*A Service Popular in Hotels—
Cafes—Restaurants*

Into a coupe glass put $\frac{1}{2}$ ounce Brandi-Cot Fruit. Add 1 No. 24 dipper Lemon Sherbet and 1 No. 24 dipper Apricot Sherbet. Pour around edge of Sherbets, 1 ounce of Brandi-Cot Fruit. Garnish with whipped cream and a Green Cherry.

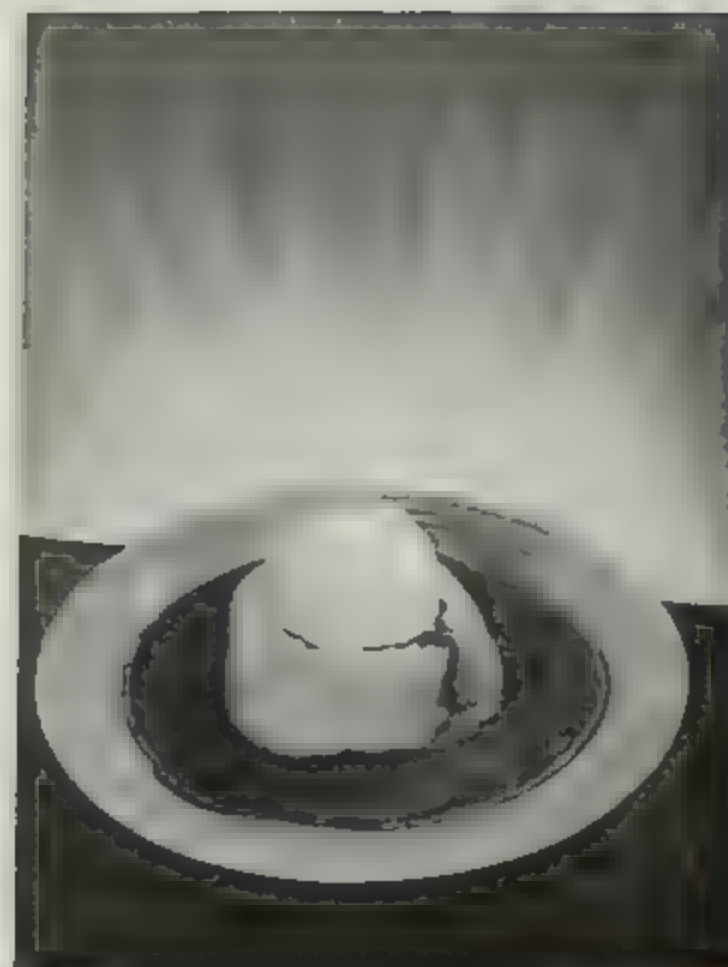
Preserves Fruits—Cheese Meats and Salads all have been presented to the consumer in "Bowls". The "Salad Bowl" is perhaps the best known of all these and had its inception on the dining cars of American railroads.

The Ice Cream Bowl is destined to go places for the retail ice cream dealer. It was designed to make possible to the consumer an assortment of different flavors of ice cream in one serving at a nominal price. Lots of folks like to eat more than one flavor of ice cream at a time.

In our picture we show the Indiana Glass Co. dish No. 255 but you can, of course, substitute a different type, size or shape dish to meet your own individual ideas and one that might better fit into your scheme of merchandising. The new 1940 version of this dish is Indiana No. 322.



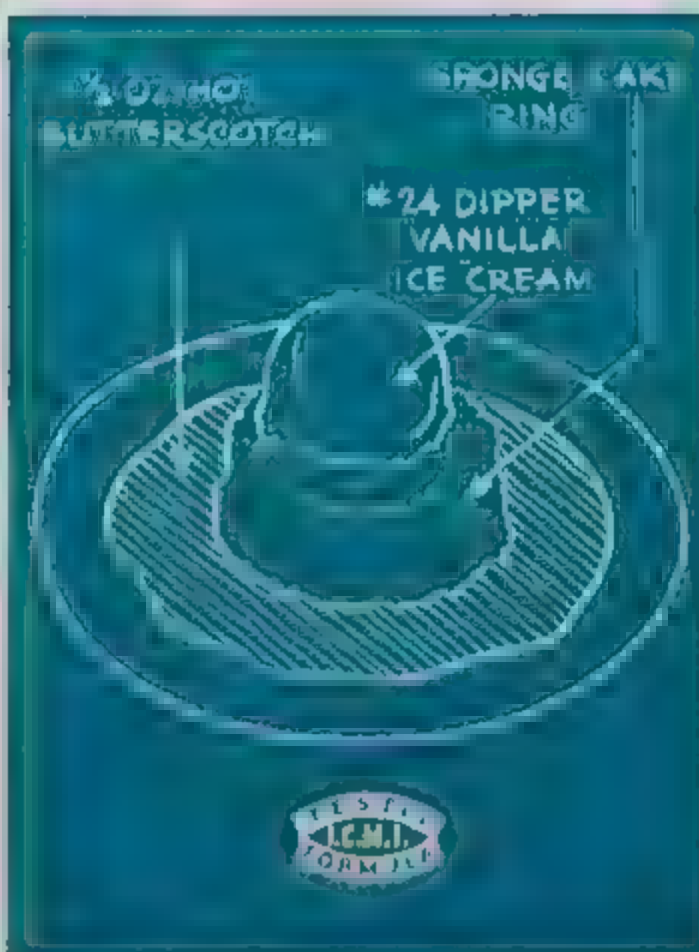
USE THREE NO. 24 SCOOPS OF ICE CREAM AND ONE NO. 30 SCOOP OF SHERBET (ALL PERFECTLY LEVELED OFF). YOU MAY CHOOSE TO SERVE TWO KINDS OF ICE CREAM AND TWO SHERBETS.



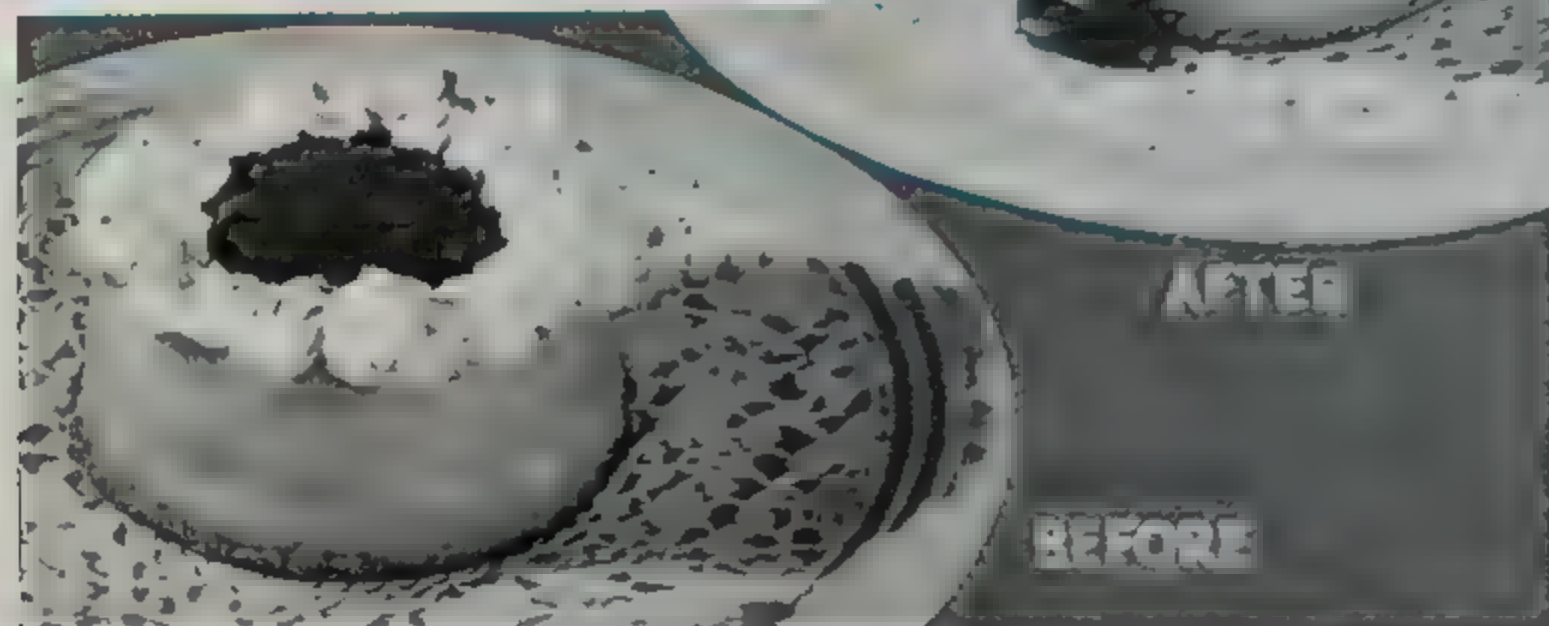
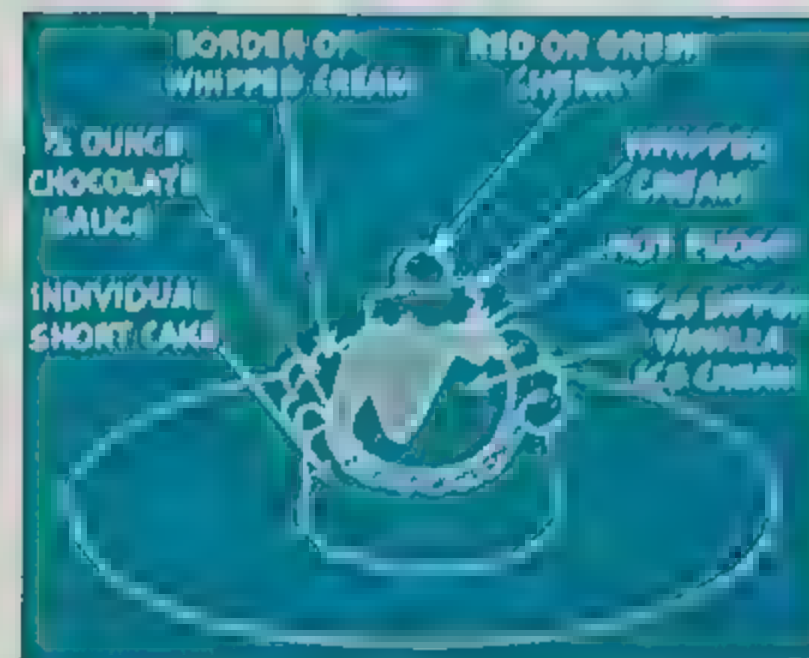
BUTTERSCOTCH SHORT CAKE

On a regular pie plate, put about 1½ ounces *Hot Butterscotch*. Into the Butterscotch place a sponge cake ring and fill the cavity of the cake with a No. 24 dipper of Vanilla Ice Cream.

This is designed to sell at a moderate price or the same as a piece of pie.



The illustration shows the Mary Ann Short Cake filled with Fudge or Fruit and decorated with Whipped Cream before the Ice Cream was added. Many large operators and especially hotels and cafes make these up ahead to make possible speedy service during the peak hours or for banquet or party work. The alert soda fountain manager makes up a few in this fashion and displays them on the fountain. Others place a few on doily covered plates and send them around to tables for reminders and to afford selection of a real high class satisfying combination.



HOT FUDGE MARY ANN

Or Cherry Mary Ann



Into a Mary Ann Individual Short Cake (or sponge cake torte) put ½ ounce Chocolate Sauce, then surround the sauce with a border of Whipped Cream. Put a No. 24 dipper of Vanilla Ice Cream over the sauce, being careful not to mar the Whipped Cream border. Cover the

Ice Cream with Hot Fudge, a small tip of Whipped Cream and decorate with a Red or Green Cherry.

For February selling, it is possible to run this sundae over as a different combination. Use Crushed Black Cherries or Burgundy Cherries in place of the Fudge.

BANANA SPLITS



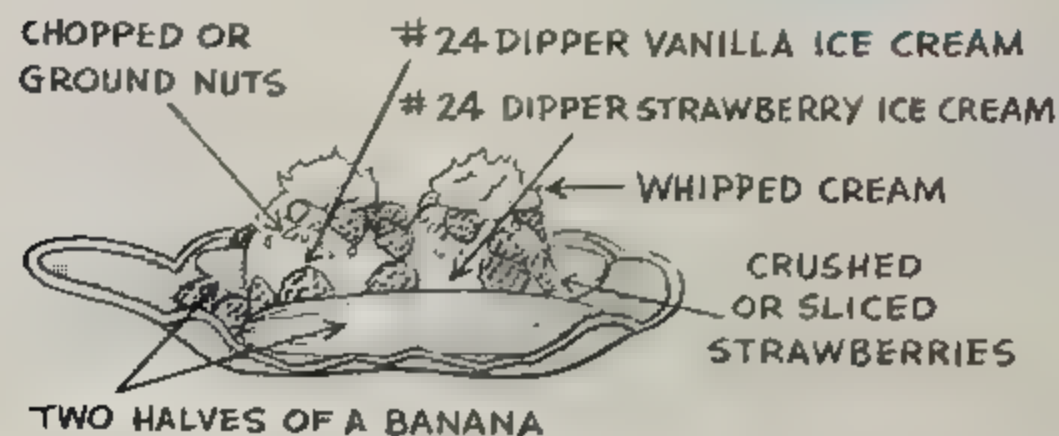
STRAW-ANA SPLIT

*Ice Cream—Strawberries—Banana and
Chopped Nuts*

Into a banana split dish place two halves of a Banana. On one end a No. 24 dipper of Vanilla and on the other a No. 24 dipper of Strawberry Ice Cream.

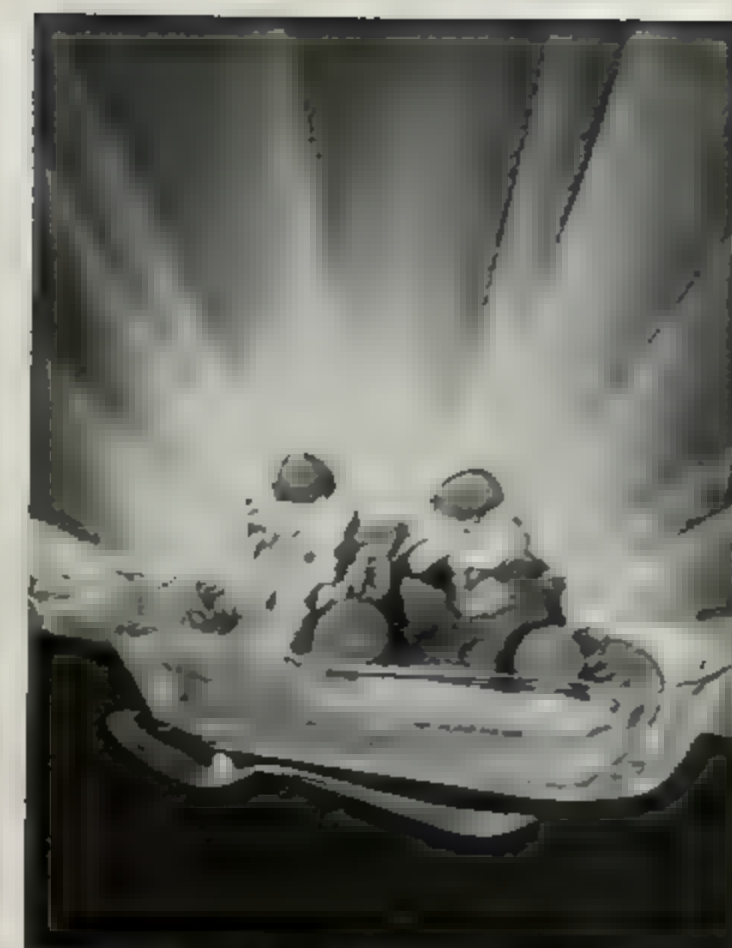
Surround the molds of Ice Cream generously with Crushed or Sliced Strawberries. Sprinkle lightly with chopped or ground Nuts.

Decorate with Whipped Cream.



BLACKBERRY BANQUET

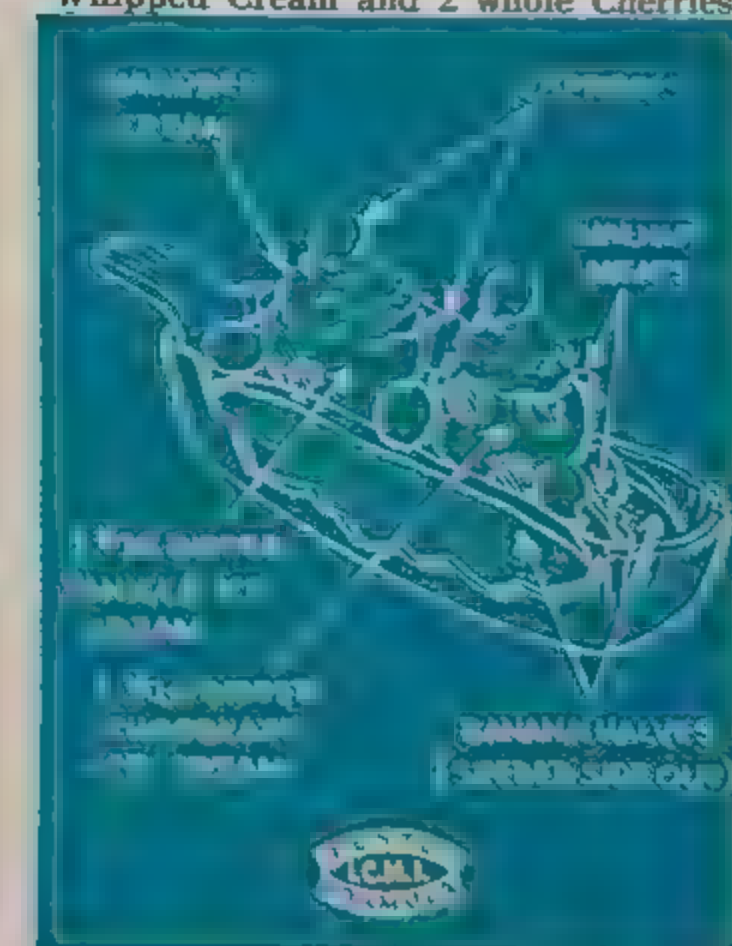
Into a Banana Split dish place 1 Banana, sliced lengthwise, seeded side out. Place 1 No. 16 dipper of Vanilla Ice Cream and 1 No. 16 dipper of Chocolate Ice Cream over the Banana. Add 2 ounces of Fresh or Frozen Blackberries over all and top with Whipped Cream and 2 whole Blackberries.



CHERRY BANQUET

Into a banana split dish place 2 Banana Halves, seeded side out. Place 1 No. 16 dipper of Vanilla Ice Cream, 1 No. 16 dipper of Chocolate Ice Cream, on the Banana Halves.

Place 6 or 7 whole cherries around the molds of ice cream and sprinkle with a few Walnut meats, topping with Whipped Cream and 2 whole Cherries.





MERRY - GO - ROUND BANANA SPLIT

Use ripe but firm bananas, peel and remove the stringy membrane. Cut in half, lengthwise and then cut again crosswise, making four quarters of the banana.

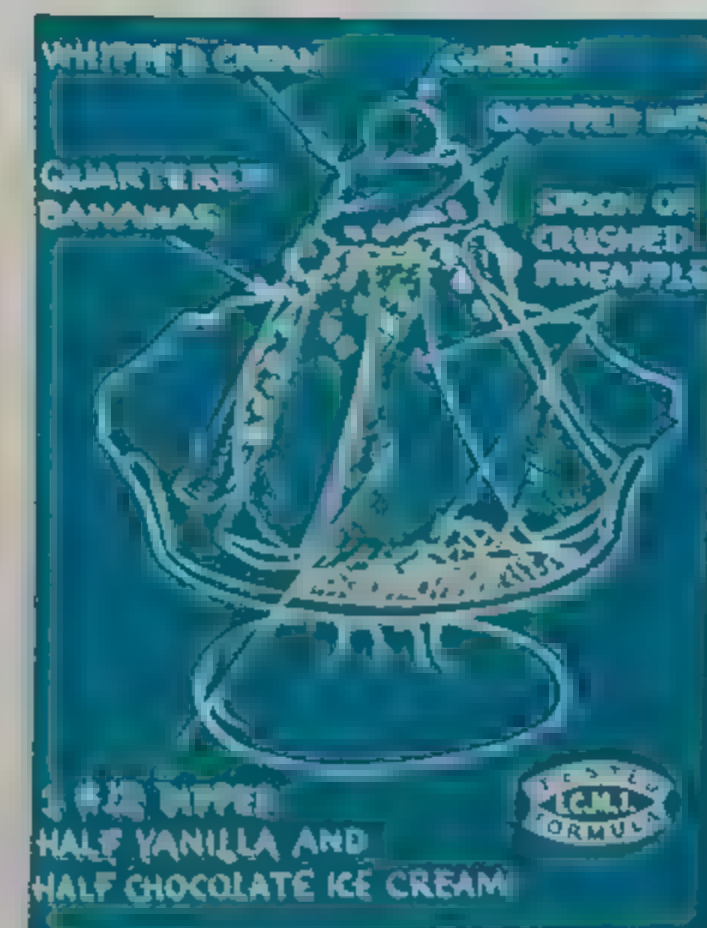
Into a round dish place 1 ounce heavy chocolate syrup or cold fudge. Into this syrup place a No. 12 dipper of Vanilla Ice Cream. Place the bananas on four sides of the mold of ice cream, in pyramid fashion and between each slice of banana, a whole or crushed strawberry. Garnish with whipped cream.



PINE-AROUND BANANA SPLIT

Into a footed round sundae dish place a No. 12 dipper of half Vanilla and half Chocolate Ice Cream. Surround base of mold of Ice Cream with crushed Pineapple. Peel a medium size Banana - remove membrane—halve, then quarter.

Set on mold in pyramid fashion. Between two of the Banana slices, add spoon of crushed Pineapple. Over all sprinkle chopped Nuts. Garnish with Whipped Cream and Green Cherry.



Increase Your "Take - Home" Business



Hostess suggestions have been given to the retail dealers because it is realized how important it is that your retail employees are in a position to give such suggestions to the homemaker who buys ice cream for the folks back home. Try these items—you will find that they will increase your take-home business.

HOSTESS GINGER-ALE SODA

Into an iced tea glass place a generous serving of Vanilla Ice Cream. Pour over this, good quality bottled ginger-ale. Serve on a doily covered plate with a spoon and straws.

If desired, ginger snaps may be added to the plate which, of course, increases the eye appeal and the distinctiveness of this drink.

COCA COLA COOLER

Into an iced tea glass place a generous serving of Orange Ice or Orange Sherbet. Pour over the Orange Ice or Sherbet bottled Coca Cola. Serve in the same manner as indicated in the Ginger-Ale Soda given above, excluding, of course, the ginger snaps.

You, as retail dealers know that there are many refrigerators in homes in which there are several bottles of Coca Cola. These bottles of Coca Cola are going to be served to the hostess' guests, so your job is to get something that you sell into the same home at the same time. Certainly this is an opportunity. If you don't believe it's good, try one yourself or let your wife do it at her next party.



HOSTESS SUGGESTIONS

Peach Marmalade Ice Cream Pie

½ cup Peach Marmalade or Jam
1 quart Vanilla Ice Cream
¼ cup Toasted Salted Almonds
1 cooled Baked Pie Shell

Spread the marmalade thickly over the bottom of the pie shell. Just before serving pile the ice cream over it and sprinkle the toasted almonds on top.

Cut and serve immediately.

Coffee Sparkle

Add ½ pint Vanilla Ice Cream to a pint of cold, freshly made coffee. Beat with an egg beater until creamy. Fill glass ¾ full with this mixture, then fill with Ginger-Ale or a dry Lemon Soda.

Pound Cake "Mintcho"

On a doily covered pie plate, place a slice of pound cake. Top the pound cake with a mold of Peppermint Stick Ice Cream. Cover the Ice Cream with chocolate sauce.

Fig Cake De Creme

On a doily covered plate, place a slice of pound cake. Top the pound cake with a mold of Vanilla Ice Cream. Surround mold of Ice Cream with a few preserved figs.

"Cup Cake Surprise"

Use un-iced cup cakes from your bakery. Make a hole in top of cup cake by cutting a cone shaped piece out of the top of the cake. Fill the cavity with Peach Ice Cream.

Spiced Frosted Coffee

(SOMETHING NEW)

TO MAKE SPICED COFFEE, place 3 pieces 2-inch stick cinnamon and 12 whole cloves into the bowl of the vacuum coffee-maker; or into the cold water for percolator and "boiled" coffee; or into pot of drip-

maker. Make coffee double-strength, using 2 heaping measuring table-spoons of coffee to each measuring cup of water. Pour the hot spiced coffee directly onto cracked ice or ice cubes in tall glasses; top each glass with a No. 20 scoop of Vanilla Ice Cream. Serve sugar on the side.

Home Hints

To make the peeling of Oranges easier, drop into boiling water for about 5 minutes.

For the Porch Party:

Serve Lemon or Pineapple Sherbet with a topping of Fresh Tomato Preserves. The different and unusual flavor combination is intriguing.

Chilled Cranberry Juice with a ball of Orange Sherbet and a sprig of mint is a grand first course for a summer dinner. Its jewel-like colors, enhance the dinner table's sparkle and entice the eye as well as stimulate the appetite.

Crumble a few chocolate brownies and serve over either chocolate or vanilla ice cream. You'll get "repeat orders" from the family.

Or crumbled Fig Newtons over Vanilla Ice Cream.

Or chilled Cantaloupe Filled with Raspberry Sherbet or Ice Cream.

Ever tried chopped preserved ginger on top of hot chocolate sauce, over vanilla ice cream? It's grand. Preserved ginger, chopped over caramel or butterscotch ice cream is really fine, too.

Or, add chopped fresh coconut to maple syrup for a home sundae topping (canned coconut may be used).

"Red Cinnamon Apples" make a fine looking and tasting combination with vanilla ice cream. Serve ½ apple with each serving of ice cream (either under or on top of ice cream—both ways look fine—taste finer).

SAUCES FOR ICE CREAM

Orange-Lemonello Sauce

1½ cupfuls Sugar
1½ cupfuls Water
2 large Oranges
1 large Lemon

Cook sugar and water together for five minutes. Remove peel from oranges and lemons. Scrape out as much membrane as possible from inside of rind and cut rind into very narrow strips. Pour hot syrup over rind. Re-place on fire for about five minutes. Cut orange pulp into small pieces, removing all seeds and as much membrane as possible. When syrup is cool, add orange pulp, juice of the lemon and chill.

Honey-Pecan Sauce

Strained Honey — Salted Pecan Meats. Pour honey over ice cream and sprinkle with Salted Pecans. (Salted Almonds or Salted Cashew Nuts may be substituted.)

Butterscotch Sauce

Butterscotch Candy—Water. Put Butterscotch Candy into a small amount of hot water. Cook over flame until candy is melted. Cool and use as a sauce over ice cream.

Holiday Sauce

Currant or Grape Jelly—Pistachio Nuts. Set jar of jelly in warm water to thin slightly. Pour jelly over portion of ice cream and sprinkle with Pistachio Nuts.

Caramel Sauce

Melt 24 caramels in the top of a double boiler. When they are melted, add a cup of hot water gradually, stirring continuously. If you like a thick sauce, omit some of the water. Remove from fire and allow to cool or serve hot if desired.

Coffee Sauce

One cupful of freshly made strong coffee. One cupful sugar—pinch of salt. Cook coffee and sugar together for five minutes. Cool and add salt.

Orange "Mo-Co" Sundae

Over crisp cookies place a portion of Vanilla Ice Cream and cover with molasses sauce.

Sauce—

½ Cup Molasses
1/3 Teaspoon grated Orange Rind
5 Teaspoons of Orange Juice
¼ Teaspoon Cinnamon
Mix thoroughly.

Apricot Sauce

Ingredients

¼ lb. Dried Apricots (¾ cup)
2 Cups Water
½ Cup Light Brown Sugar
3 Tablespoons Lemon Juice
¼ cup Light Corn Syrup
Pinch Salt

Procedure

Wash apricots thoroughly, removing any dark spots. Put in saucepan with the water, cover and slowly bring to boil; simmer until fruit is very tender (about 1 hour). Then rub through sieve with cooking water. Add enough water to make 2 cups puree and juice. Add remaining ingredients, bring to boil and boil 5 minutes, stirring constantly.

Serve as a topping on Vanilla Ice Cream.

A WAY WITH WINDOWS



Have you read about—

"A store owner who has introduced a novel idea that is making a beehive out of his soda parlor. He placed a large candle in his fountain window. Next to the candle he placed a placard reading, 'This candle will be lit at 2 P. M. on Saturday, October 12. When will it burn out? A cash prize to the person guessing nearest the hour and day the candle will burn out.' People gathered around his store to watch the lighting of the candle on the specified day and kept dropping back to see whether their guess was going to be anywhere near correct."—A Soda Fountain Book Published 1907.

Way Out In Front

We do a lot of kidding about the "horse-and-buggy" days—and dismiss as "old fashioned" the "hot" ideas exploited to sell merchandise a score of years ago. But some of those boys were way out in front in their thinking—for the idea then as now of trim-

ming windows was to stop sidewalk traffic and make it store traffic—no matter how you say it!

No "Alibis"

"Way-back" that window was, we venture, the "talk of the town". True, the passersby had fewer of those distractions which compete with today's window features. Without automobiles, the flow of traffic was slower. To eyes not tuned to modern movie magic, there may have been more attraction in a novel idea staged in so timely a fashion. Lots of alibis perhaps for today's window failures—yet, believe it or not, that same "candle light" idea has been pulling crowds to windows every Christmas since.

It may be that the very initiative shown in developing these early arresting window displays, has had quite a significant part in the development of the business of today's retail store which sells ice cream and combinations of ice cream. Yes and of

the fountain industry, the fixture manufacturer, the ice cream cabinet maker and a score of others, whose interests tie in closely with the retail ice cream store operator.

So think about your window's drawing power. Study your possibilities as to the passersby—the tempo of the sidewalk traffic—then build for your "public".

Check This List

You will find the following principles valuable aids when you plan window displays:

1. YOUR WINDOW SPACE IS VALUABLE . . . USE IT!

2. Trim your windows to sell merchandise . . . not merely advertise it!

3. Make preparations and plans in advance. Don't wait until the last minute.

4. Arrange to feature the same items in the window that you feature on the back bar. (See page 17 for some ideas that may also be incorporated in window displays)

5. One person only should trim a window.

6. Be original!

7. Be unusual!

8. Have the names of the items next to the item in the window.

9. Have the price of the item under the name of the item.

10. Be sure you have something outstanding to feature.

11. Build a "selling" window. -if it won't sell, pull it out.

12. Keep window displays fresh. Change them frequently.

13. Your windows are really little "stages". Make them look it.

14. Make windows timely. Keep them seasonal. "Pull" your seasonal windows when the season is over. Don't have Christmas motif in the windows on New Year's Day.

15. Get motion in the window wherever possible.

16. "Let there be light" . . . and plenty of good light.

17. Take a pride in the finished job.

18. Keep your window glass clean and polished.

One idea that has been used with great success by one individual is as follows:

As you work your way through the crowds around the window to get a glimpse at what is in
(Continued on next page)



Build a Mystery Glass Display

Place 4 glasses on the floor of window. On these place a piece of plate glass. On the plate glass set two glasses upright. (These glasses keep the rolling glass in line.) Lay one glass down and start it rolling around the plate glass. Have a concealed fan that blows a slight breeze as indicated. The glass will roll around with no apparent help.

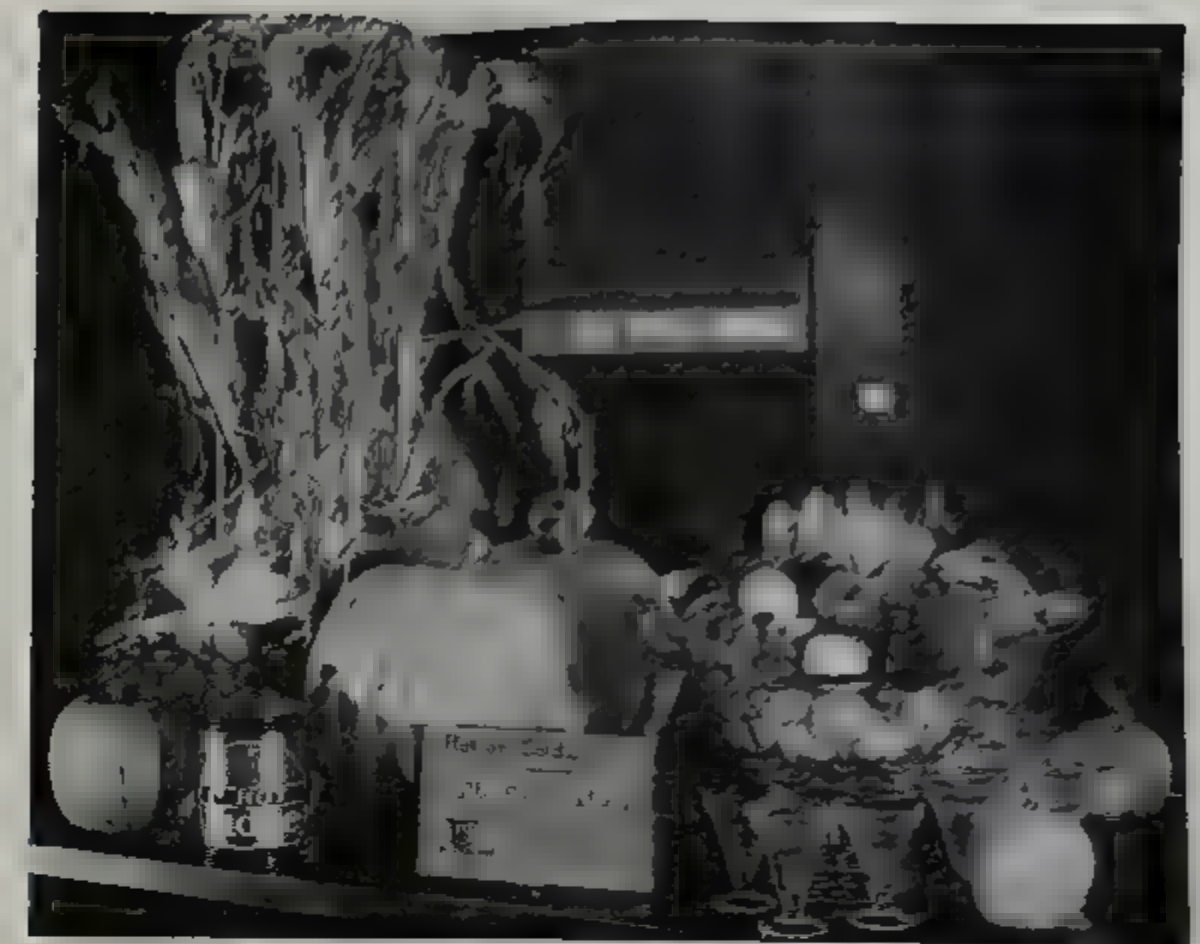
the window you can see four bell shaped, lead blown glasses on the floor. These act as the four "legs" for a sheet of plate glass. On the glass are two glasses standing in one corner about $3\frac{1}{2}$ inches apart. On the glass surface another glass is rolling 'round and 'round, with no apparent power to make it roll. Each time it rolls around, it looks like it is going to stop, then "No! It is going around once more" . . . this can keep up for a week and still have your customers guessing.

You must use plate glass, and make sure that it is level.

There are many ways to tie this into your own feature. You might say on a sign near the glasses—

There's No Mystery in the Taste Thrill of
OUR CHOCOLATE SODAS
They're Made "Good"—And Good For You
TRY ONE — PRICE 00c

There are many other simple windows that take only a few hours to plan, arrange for and trim. Be sure your window has a selling message and a punch behind the message.



Here's a Promotion Which Will Click

Promote Hot Fudge Sundaes

Decorate your store windows and fountain with corn stalks and pumpkins . . . and use multicolored streamers in the Fall colors such as: orange, yellow, gold, and green.

Take down all present signs and streamers and in their place put up signs and streamers featuring HOT FUDGE SUNDAES. Use cardboard arrows to point the way to the soda fountain.

Here are a few sign suggestions: "For Quick Energy . . . Try our Delicious Hot Fudge Sundae." or "Nippy Weather Calls for a Hot Fudge Sundae." or "Warm up with our Delicious Hot Fudge Sundae." "Fall time is Hot Fudge Time."



A certain Detroit restaurant man may be given credit for a rather novel window display. This man didn't have much money for advertising, so he bought the biggest fish bowl he could get, filled it with water, and put it in the window with this sign: "Filled with invisible gold fish from Argentina."

It took 17 policemen to handle the crowd.

Luncheonette



THE SANDWICH, salad and luncheon plate are increasingly identified with food service in the well developed ice cream department of the modern retail store.

This department is built essentially upon quality of ingredients with variety and color in their presentation to the consumer.

New ideas in the appetizing service of luncheonette items, combinations with ice cream which have proved popular, are described in the following section.

"A thing worth doing is worth doing well". Here are menus, check lists, recipes, etc., to enhance and develop the appeal of a luncheonette department.



SCHOOL BELL LUNCHEON

Salisbury Steak Sandwich

French Fried Potatoes

Sliced Tomatoes, Mayonnaise

Chocolate Nut Whip

or

Peach Ice Cream

Salisbury Steak ingredients—

3½ pounds ground round steak

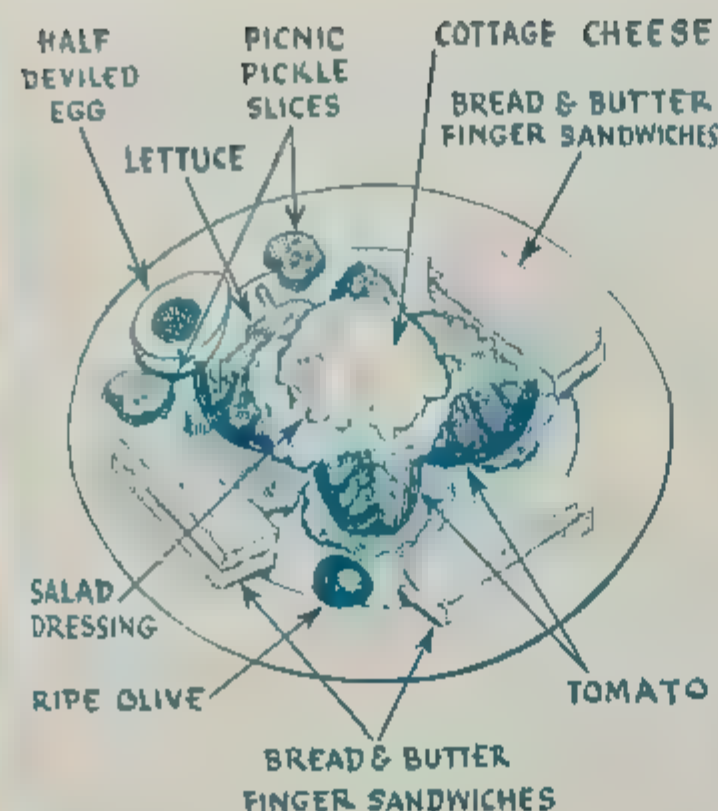
¼ pound ground kidney suet

1 pound ground veal

Run the above through meat grinder twice. Knead carefully so as to retain all the succulence of the meat.

Preparation—

Allow about 4 ounces for each portion, or two level No. 24 scoops of the meat. Mold in pads about 6" x 3¼", place in frying pan or grill and fry in the usual manner. When cooked, each steak will measure about 5½" x 3". Place on two pieces of bread on dinner plate, surround with portion of French Fried Potatoes and garnish with two slices of tomato, topped with a little Mayonnaise. Decorate with a sprig of parsley. Gravy may be added if desired.



"MARY" JUNE LUNCHEON

CRISP LETTUCE LEAVES

1 WHOLE TOMATO

1 NO. 16 DIPPER COTTAGE CHEESE

1 RIPE OLIVE

½ DEVILED EGG

2 SLICES PICNIC PICKLES

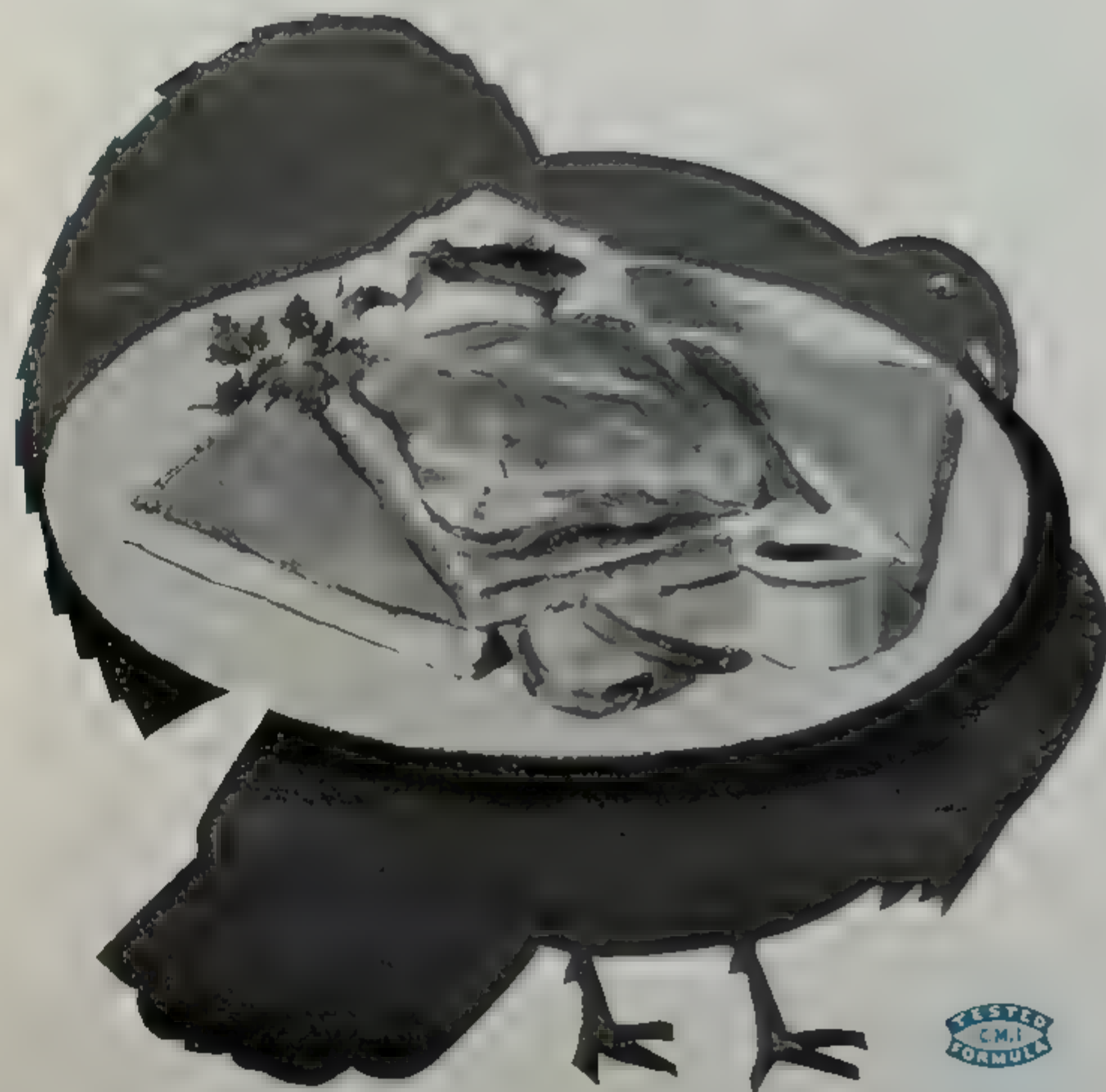
3 BREAD AND BUTTER FINGER SANDWICHES

THOUSAND ISLAND SALAD DRESSING

Arrange on dinner plate as follows:

Cover center of plate with crisp lettuce leaves. Peel whole tomato—quarter—but do not separate—just press back in rose fashion. Place the dipper of cottage cheese in center of tomato—around edge of mold of cheese, pour a small portion of Thousand Island Salad Dressing. Garnish with ripe olives and slices of pickles. Arrange finger bread and butter sandwiches on opposite sides of plate (see sketch). The three finger sandwiches are made out of two regular slices of bread and cut about 1 inch wide, after being trimmed. On other side the half deviled egg.

TURKEYBURGER*!



*Turkeyburger or Chickenburger

The turkey or chickenburgers are prepared in the same way as turkey or chicken croquettes, except that the "burger" is made in the round, flat shape. Dip in egg batter and ground cracker meal and fry as you would a croquette.

Serve in open face style as indicated in the chart.

Procedure:

On a dinner plate lay 2 slices white bread, cut as indicated on the picture above. On the center slice place the "Turkeyburger" or "Chickenburger" prepared according to directions. At one side of "Turkeyburger" put scoop of mashed potatoes, covered with brown gravy. Opposite this set small paper ramekin of cranberry sherbet. Beside sherbet lay pickle slices (bread and butter style) and garnish plate with small piece of parsley.





● THE ARISTOCRAT SANDWICH

Toast 2 slices of bread in your Toaster. Trim the edges. Place thin slices of Chicken on this trimmed toast and spread with Creamed Roquefort Cheese and brown slightly under the heat of a broiler.

There are many Roquefort Cheese Spreads sold in package form that are very desirable for use with this formula.

Place on a dinner plate and at each end, a slice of Orange or Grapefruit.

In a paper ramekin on the side, serve Cranberry Salad Dressing. This is made by mixing a teaspoon of good Mayonnaise into a tablespoon of cold process Cranberry Sauce. This dressing can be made individually as the orders are turned in or in a larger quantity in advance to your serving time.

An Alternate Sandwich:

Hot Turkey Sandwich Au Gratin

Place 2 pieces of trimmed toast on a dinner plate. Cover with slices of white meat of turkey. Pour over this a Creamed Au Gratin Sauce. On the side, in a ramekin, place a serving of Cranberry Sherbet.

Pumpkin Pie A la Mode would be delightful as the dessert and will popularize this luncheon combination.

Here are two open faced sandwiches that when sold in combination with any ice cream specials, will prove to be outstanding feature items.

PINEAPPLE-CHEESE & SAUSAGE CAKE

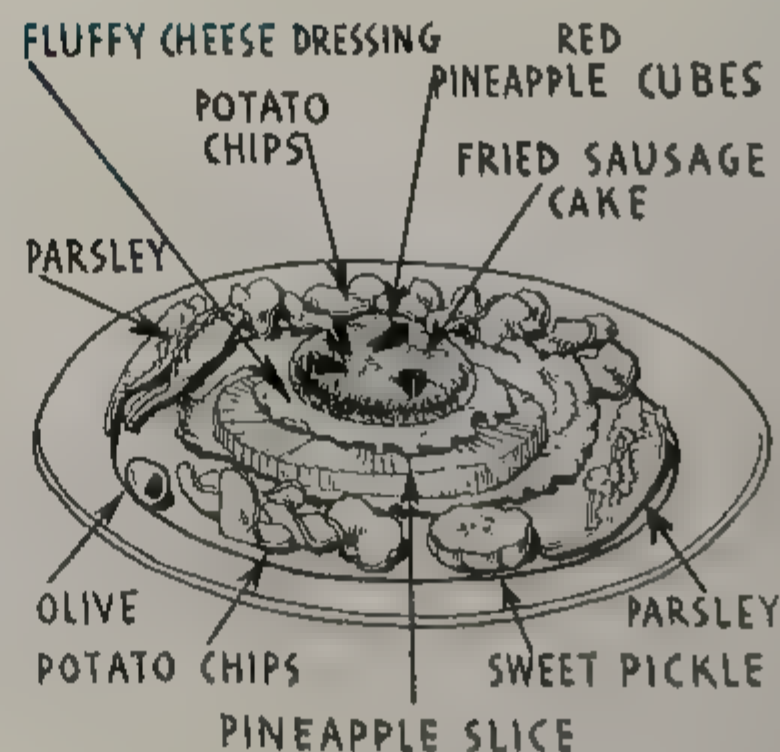
On a curled crisp lettuce leaf, in the center of a dinner plate, place a slice of pineapple. Cover the pineapple with a fluffy cheese dressing. On top of it place a pan fried sausage cake. Decorate the sausage with four red pineapple cubes. Surround with potato chips and garnish with parsley, sweet pickle and an olive.

Fluffy Cheese Dressing:

Mix $\frac{1}{2}$ cup hot cream with $\frac{1}{2}$ of small brick of cream cheese. Add an egg to mixture and beat into a sauce.

Combine this new open face Sausage Cake Sandwich with an Ice Cream Soda—the Ice Cream Bowl—or a Junior Sundae, and feature in this fashion:

Pan Fried Sausage Cake
Pineapple Slice—Fluffy Cheese
Dressing
Potato Chips
Mocha Ice Cream Soda
Ice Cream Bowl
or
Junior Hot Fudge Sundae



"KEEP" IN STEP LUNCHEON

The Menu

Frosted Orange Parfait

Open Faced

Toasted Cheese & Bacon Sandwich

Stuffed Olives

Cantaloupe A la Mode

or

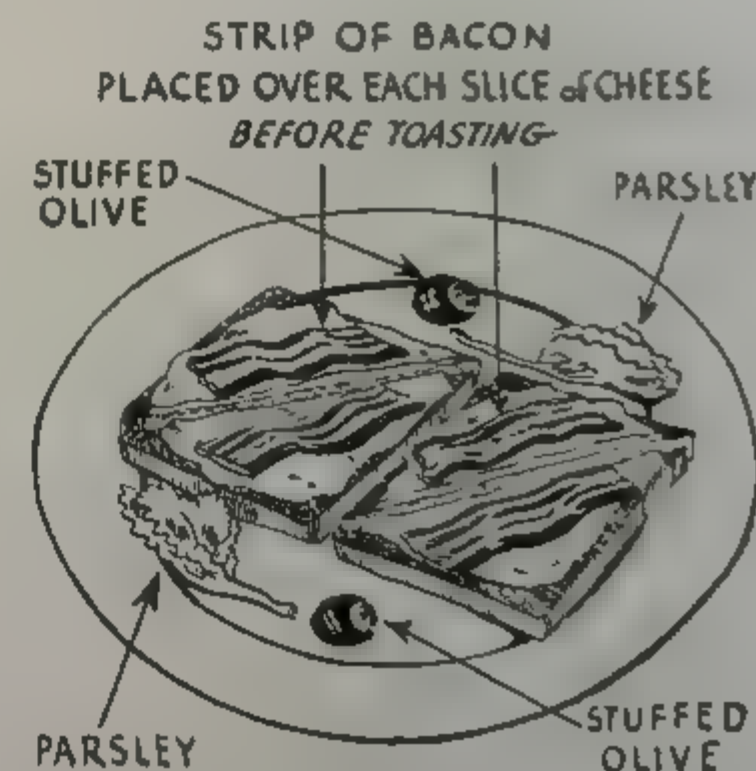
Fresh Raspberry Sundae

To make

Open Faced Toasted Cheese
and Bacon Sandwich

on

White—Whole Wheat—or Raisin Bread



This is made similar to the manner in which all Toasted Cheese sandwiches have been made in the past, excepting that after the Cheese has been placed on the bread, a strip of semi-broiled bacon is spread over each slice of the cheese covered bread and permitted to broil into the cheese as it melts. Sprinkle with paprika and garnish with a sprig of parsley.

BARBECUED YOUNG PIG SANDWICH

MENU

Barbecued Young Pig Sandwich
(Open Face)

| | |
|------------------------------|--------------|
| Piccalilli | Potato Chips |
| Chocolate Ice Cream Soda | |
| National-American Sundae | |
| Upside-Down Soda | |
| Blackberry Pie A la Mode, or | |
| Chocolate "Goober" Sundae | |

Procedure: Barbecued Young Pig—

Use either young fresh pork hams or pork shoulders. If you have rotisserie equipment, place the meat on the hooks and allow to barbecue over charcoal, basting continuously with barbecue sauce.

Barbecue Sauce:

- 1/2 gallon of Vinegar
- 1 quart of Mazola
- 4 bottles of Lee and Perrin's (small)
- 1/2 dozen Lemons
- 3 or 4 pods of Hot Pepper
- 2 ounces of Black Pepper
- Salt to taste
- Paprika (enough for color)

Let oil go in last—and after all ingredients have been thoroughly mixed. After adding oil let boil 20 minutes. Good for 30 pounds of meat.

Prepare meat for cooking, wipe off with damp cloth then rub over with Mazola oil—put on to cook.

If you do not have regular barbecue equipment then roast the ham or the shoulder in the oven at a very low temperature—not above 325°F. and baste continuously, or at least every 15 minutes with barbecue sauce.

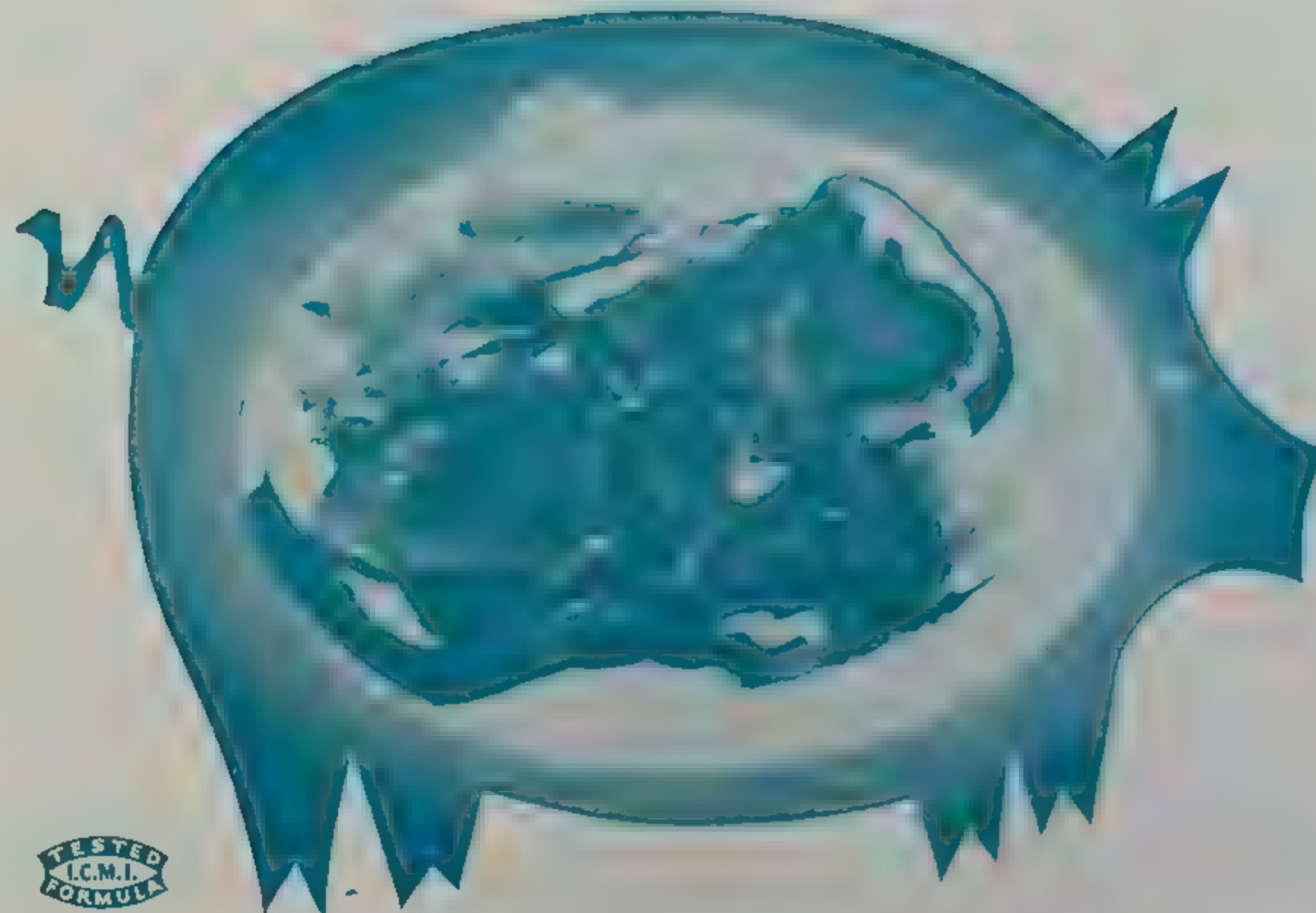
The Sandwich:

On a dinner plate place two slices of white bread. Spread across the slices the usual portion of meat and cover with barbecue sauce *gravy*. Bear in mind, too, that there is a difference between barbecue sauce and barbecue sauce *gravy*. To make the barbecue sauce *gravy*, follow this suggestion:

From the drippings in the pan take several tablespoons of the fat from the top. Mix this thoroughly with sifted flour in the proportion of two tablespoons of fat and 2 tablespoons (level measurement) flour, for each cup of *gravy* which you desire.

Add to the drippings remaining in the pan an equal quantity of water. When this mixture boils, beat into it the flour and fat mixture, stirring vigorously until the mixture has thickened and cooked well.

If color is weakened by the addition of water and flour, then bring it back to the original color by adding a sufficient quantity of paprika.



GLORIFIED HOT DOG SANDWICH

Procedure: Glorified Hot Dog Sandwich

Broil high quality hot dogs over charcoal or other type broiler, or on grill—well done. Toast inside of regular hot dog rolls. Insert hot dog between halves of roll and cover the hot dog with Thousand Island Salad Dressing.

Place sandwich on regular dinner plate, and at one side of it place a portion of specially made Potato Salad on crisp lettuce leaf.

Potato Salad: (German style to be served cold)

Boil 5 lbs. potatoes. When done slice like cottage fried potatoes. Add 1 small onion chopped fine. Dice 1/4 lb. bacon and fry crisp brown. Mix with potatoes. Cover with the following special mayonnaise: 1/4 lb. butter, 1/2 cup flour, 1 cup water, 1 cup cider vinegar, 1 teaspoon sugar, salt and pepper to taste. Bring to boil in shallow boiler or skillet until the flour is cooked but not brown. If desired, egg yolk may be beaten into this dressing to give it a richer color. By using this mayonnaise over these potatoes the flavor will be practically the same as German potato salad served hot but enables you to serve it all day long from the refrigerator.



THE BEAN POT LUNCHEON

FROM your large Bean Pot, fill the individual Bean Pots with Oven Baked Beans and top each serving with a curl of crisp Bacon.

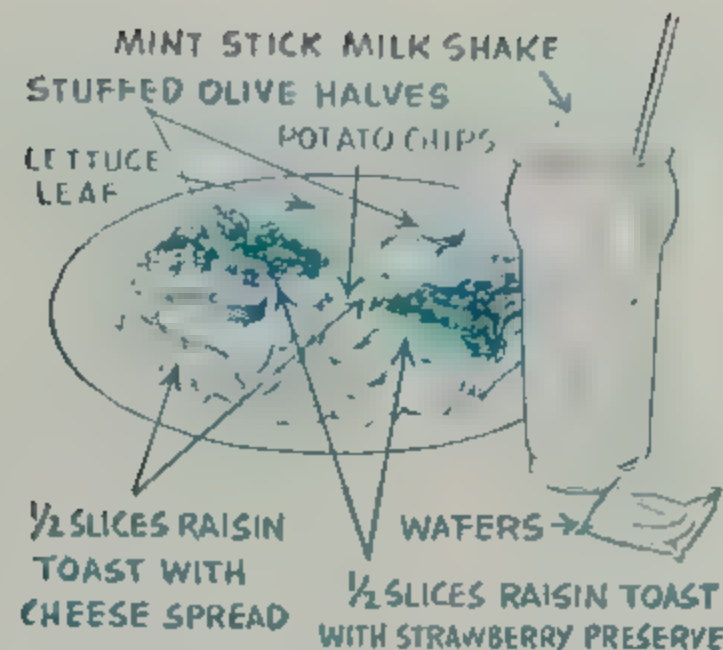
Set the individual filled Bean Pot in center of dinner plate on a doily—arrange pieces of toast around the Bean Pot symmetrically (clockwise) and between each slice of toast place a small strip of broiled Bacon. On one side place a slice of Candied Sweet Potato, opposite this a slice of sour pickle—on other side a small amount of Sweet Relish.

The Dessert

Cranberry Sherbet, Orange Pineapple Ice Cream Soda, or Brandi-Cot Coupe.

RESTAURANTS and Luncheonettes which heretofore have not had the facilities nor the personnel to handle Oven-Baked Beans are everywhere welcoming the opportunity to get into this profitable business with a device that takes up a minimum of space, requires little effort, and keeps Baked Beans at just the right temperature for serving. The use of the small bean pots in connection with your large counter bean pot dramatizes the sale of baked beans, presents a quick service which is most attractive and intriguing.

Seventy-two



SPRING MENU

Raisin Toast Sandwich
Cream Cheese—Strawberry Preserves
Stuffed Olive Potato Chips
Mint Stick Milk Shake or
Creme De Menthe Ice Cream Soda

STUDIO LUNCHEON

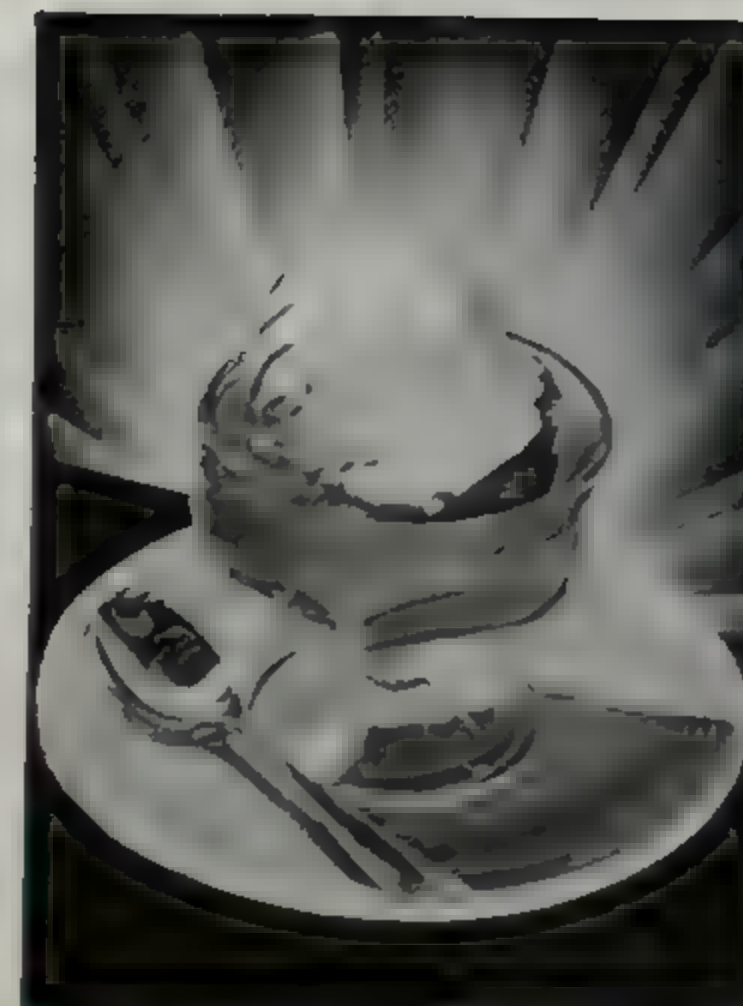
A Tempting Sandwich and an
Appetizing Drink

The Sandwich: On one slice of toasted raisin bread spread fairly generously, Cream Cheese. On the other slice of toasted raisin bread spread Strawberry Preserves. Cut both slices diagonally and place on a lettuce leaf in center of dinner plate, reversing the sections so that each side has both Cheese and Strawberry covered slices. Garnish the center of the cheese covered portion with a half stuffed olive. On one side of plate a few potato chips.

The Drink: Mint Stick Milk Shake or Creme De Menthe Ice Cream Soda.

The Milk Shake: Into a mixing cup put 2 No. 20 dippers of Mint Stick Ice Cream, 5 ounces of Milk. Mix on machine about 90 seconds. Serve in a thin glass, previously striped with whipped cream and serve wafers in bag on the side.

The Soda: Into a soda glass put 1 1/4 ounces of Creme De Menthe Syrup. Add a spoon of ice cream. Blend smoothly. Add fine stream carbonated water until glass is two-thirds full. Add 2 No. 24 dippers of Mint Stick or Vanilla Ice Cream, top with a spoon of whipped cream.



PUDDING A LA MODE

Butterscotch, Chocolate, or Pumpkin Pudding A la Mode. Place 1 No. 20 dipper of Vanilla Ice Cream over a dish of pudding.

ORANGE SURPRISE

For Party Service—Home Service—or Individual Service. Use a medium size Orange. Cut off the top and remove all the orange pulp, leaving the shell intact.

Fill the lower portion with Orange Sherbet—the upper portion with Vanilla Ice Cream.

Rosette through the pastry bag with whipped cream and sprinkle with Chocolate Shot.

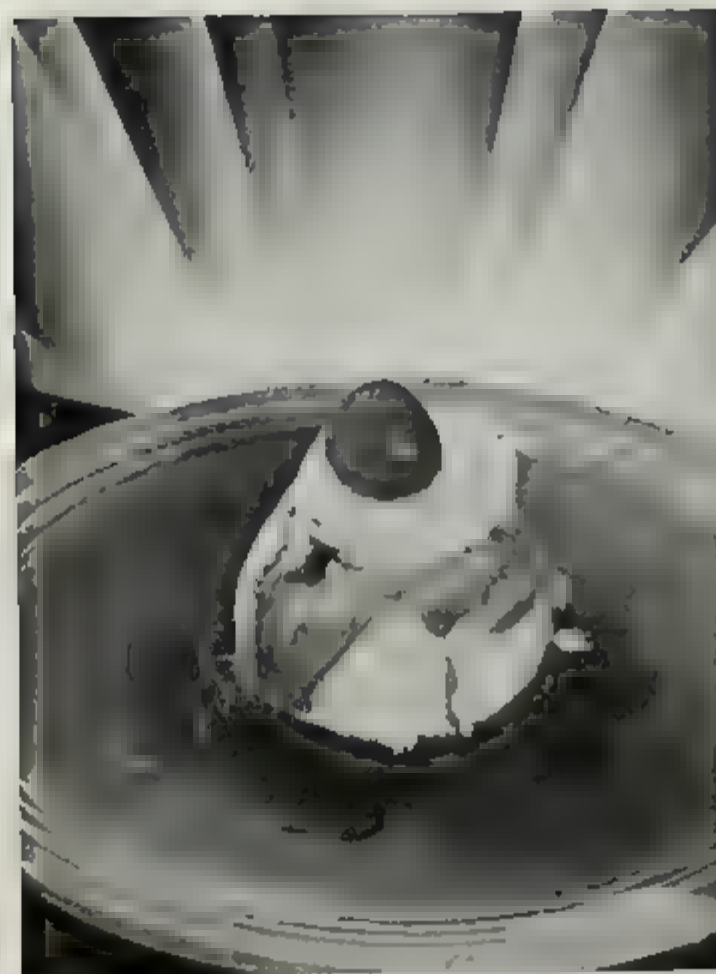
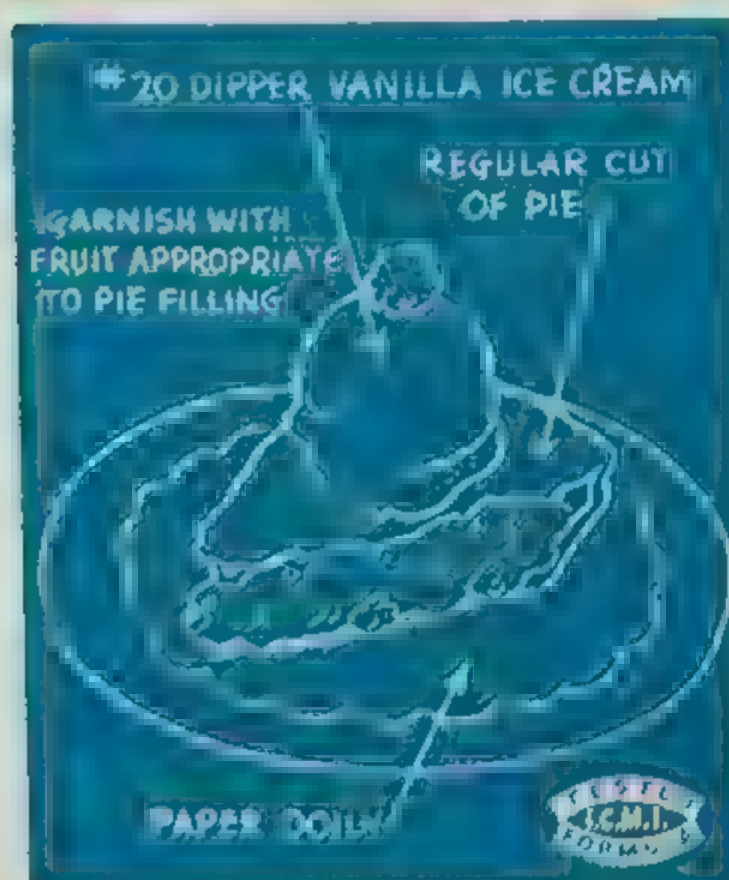
Serve Petit Fours on the side.



BLACKBERRY PIE & ICE CREAM

Many retail stores, especially those with luncheonettes, serve pie the year 'round. Blackberry Pie is a year 'round seller and when Ice Cream is added to it, on top, and the Ice Cream is garnished with a whole Blackberry, it creates a tempting dish that will be welcomed by many of your customers.

Yes, Blackberry Pie A la Mode is an item you can afford to feature.



DATE AND NUT A LA MODE or Date and Nut A la Sundae

Place a 1/2 inch slice of Date and Nut loaf on a small plate. Top with a No. 16 dipper of Vanilla Ice Cream. Pour over Ice Cream 1 ounce of Hot or Cold Butterscotch Sauce. Garnish with Whipped Cream and a Red Cherry.



STRAWBERRY ICE CREAM CAKE

Use either the round or square sponge cake, (squares 2 1/2" x 3 1/2"). Cut cake in half. On lower half of cake place a good portion of Strawberry Ice Cream, using spade to form it or brick ice cream.

Cover with other half of cake. Decorate top with scallops of whipped cream. This will form a bed for a ladle of fresh or frozen Strawberries.



VIRGINIA CHICKEN

SANDWICH

Open Faced

Place in the center of a dinner plate, two slices of trimmed golden brown toast. Cover the toast with shredded lettuce and place on one piece of the lettuce covered toast, a slice of white meat of chicken. On the other piece of lettuce covered toast, a slice of Baked Virginia Ham. Decorate this meat with smoked cold tongue cut in Julienne fashion. (Julienne fashion is cuts of approximately $\frac{1}{4}$ inch thick by 3 inches long). Sprinkle with a few cooked peas. On the other side of the plate a 3 ounce ramekin filled with pickled beets.

Cover the meat with Russian or Thousand Island Dressing.

DEVILED CORNED BEEF

SANDWICH

Preparation

Run boiled Corned Beef through meat chopper twice. Mix into each pound of the ground Corned Beef three tablespoons of prepared horseradish.

The Sandwich

Spread the mixture on white, whole wheat, or rye bread—make two cuts dividing the sandwich in three parts. Serve on small plate in upright position and garnish with picnic sliced pickles.

CHOPPED HAM AND

MUSTARD PICKLE

SANDWICH

Preparation

Use cuttings of boiled or baked ham or cut from the ham the quantity of meat needed.

Chop on cutting board.

The Sandwich

Butter lightly one slice of white bread or toast. Cover the bread with lettuce leaf. Spread with the chopped ham, and cover with a generous portion of mustard pickle slices. Place other slice of bread or toast on, and cut in your most popular fashion. Garnish with a spiced peach or apricot.

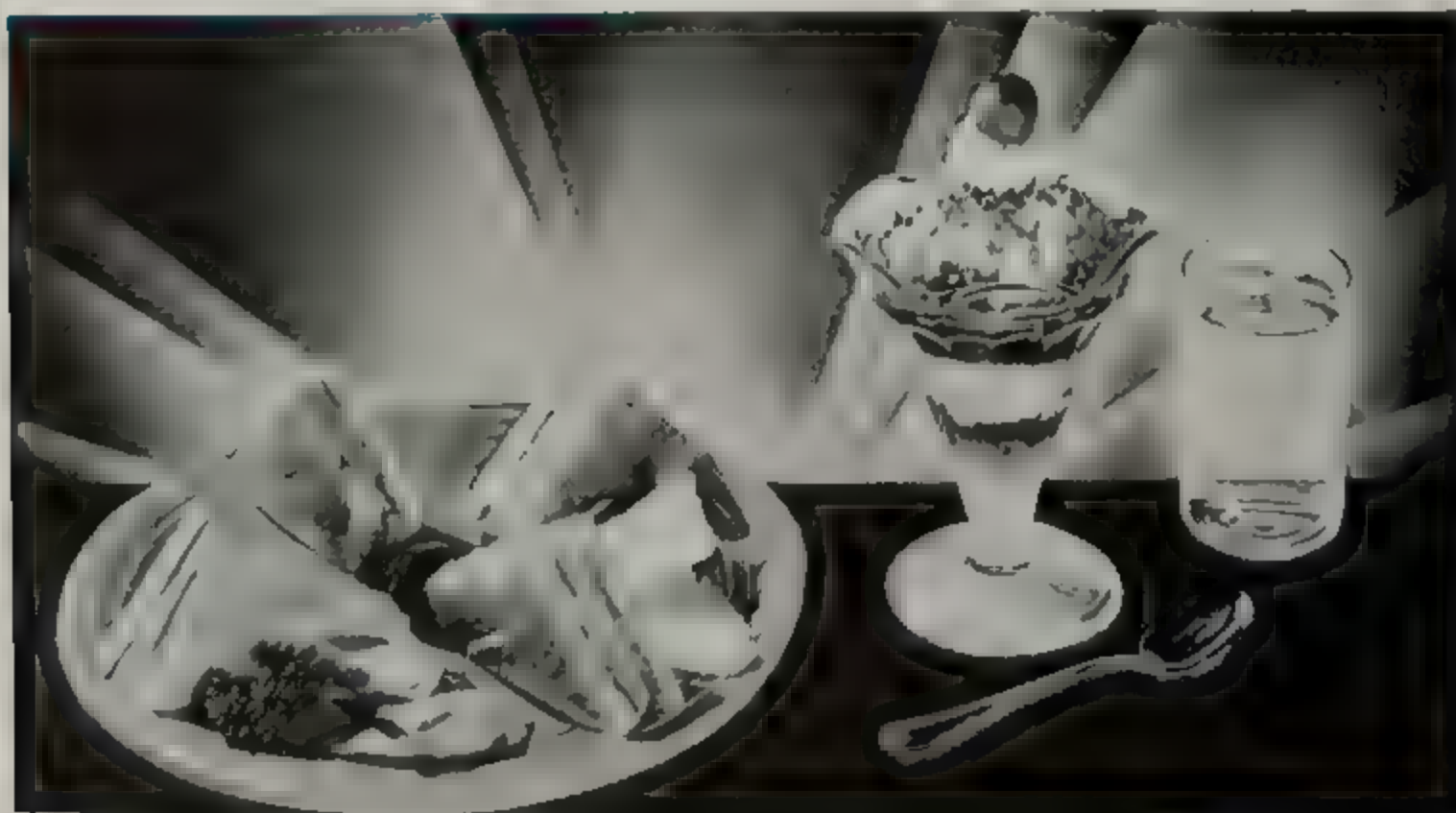
TURKEY GIBLET

SANDWICH

Use turkey hearts—livers and gizzards. Cut in medium pieces—cook until tender in salted water or in chicken or turkey broth, a little poultry seasoning added improves the flavor. Add some fat from turkey or chicken broth—beat very light one egg yolk and fold in. Thicken with flour or corn starch, that has been mixed in a little water and all lumps smoothed out.

Procedure

Place on dinner plate two slices of trimmed bread. Cover with generous portion of Giblets. On one side a portion of whipped potatoes and on other side a ramekin filled with Cranberry Sherbet. Garnish with parsley.



HAM AND CHEESE SANDWICH

With a Fountain Special Sundae

Between two slices of buttered toast place Baked Ham, Brick Cheese, Lettuce and Mayonnaise. Trim crusts, and cut sandwich in four parts. Lay on sandwich plate with crust side down. Garnish with potato chips and a ripe olive.

Increase those average checks by featuring a combination on your menu. Combine this sandwich with the Fountain Special Sundae.

DEFINITIONS

Ades—Drinks containing the juice of citrous fruits, sweetened, to which plain or carbonated water is added.

A la Carte—A meal in which each dish is paid for at a specified price. Used to distinguish from table d'hote.

A la Mode—The fashion of serving one food over another—as ice cream on top of pie or cake.

An Gratin—Cooked with a crust of cheese—browned in an oven.

Bon-Bon—Similar in type to a sundae. Usually made in a 6 or 7 ounce fancy stem glass. Candied fruit in bottom of glass, a combination of Ice Cream-Sherbet — Flavor or Fruit.

Braised—Lightly stewed in a covered kettle.

Charlotte Russe — Sponge cake filled with whipped cream or whipped cream slightly sweetened and flavored, surrounded by lady fingers and served in mold in which formed.

College Ice—This name was given to a sundae in a college town and was applied to sundaes topped with whipped cream.

Coupe—Sherbets served in a short, stem glass. Covered with Fresh Fruits and Whipped Cream.

Dressings—Applied to any syrup, jam, jelly, marshmallow, nuts, fruits or mixtures of the same. Intended to pour over ice cream, sherbets and whole fruits.

Du Jour—Of The Day—as Soup of the day.

Egg Phosphate—A glass of carbonated water, in which have been scientifically blended flavor, acid phosphate and an egg. All phosphates contain acid phosphate.

Filet—A boneless piece of meat or fish.

Fizz — Originally applied to tart drinks, to which was added powdered sugar, to give the fizzing effect. Many egg drinks of different kinds are called by this name.

Float—An ade, freeze or other drink, on the top of which some sweetened fruit juice—water ice—sherbet or Ice Cream is floated.

Frappe — Frozen or partly frozen fruit juices. It is applied to whipped combinations of ice cream syrup—fruits—nuts and whipped cream.

Freeze—Usually fruit combinations with carbonated water in which a large portion of shaved or cracked ice is used. Also drinks made by whipping sherbet, flavor and water.

Garnish — Something laid on or about food as a decoration.

Glace (Gla-sa)—Frozen or iced—fruits, nuts, etc. Drinks with an over-layer of fruits or nuts, usually made very cold by the use of ice. Also applied to sundaes on which glossy surfaced fruits and sugared nuts are served.

Hors d' Oeuvres—Assorted relishes served before or at beginning of meal.

Ice Cream Petit Fours — Dainty pieces of ice cream and cake in many shapes, iced with whipped cream and decorated to match any setting.

Julienne—A clear meat soup with chopped vegetables. Vegetables and potatoes cut in long, thin strips.

Maraschino—A small black Cherry (bitter). A delicate alcoholic cordial made from cherries, especially from the Marasca, a European variety, and flavored with the bruised kernels. It is applied to a "decorating Cherry" flavored in Maraschino Syrup but not always in the "genuine" flavor.

Melba—Originally applied to servings of whole fruits with ice cream between—covered with a Melba Sauce.

Mousse—A delicate frozen composition of whipped cream—whites of eggs—sugar flavor or fruits. Also applied to fancy sundaes—overcharged with Whipped Cream (sweetened).

Newport Ice Cream—under which is placed either cake—whole or crushed fruit—or syrup and over which is poured fruit, nuts or toppings and garnished with whipped cream—chocolate shot or colored candy shot.

Parfait—Originally used to denote semi-frozen ice cream. Applied now to a serving of ice cream—fruits—flavor—nuts and whipped cream. Sometimes whipped to represent semi-frozen consistency—made more ornamental by layering different assortments of the things mentioned.

Petit Fours—Small, dainty cakes usually served with ice cream or sherbets.

Phosphate—Applies to drinks made with carbonated water—flavor and acid phosphate. Should not be used with "still drinks".

Rickey—Similar to an Ade—made exclusively with carbonated water—more garnish.

Shakes—Originally applied to any drink that was shaken to mix it. Now applied to milk drinks mixed on machine.

Sauted—Fried lightly and quickly with little grease and often a little water added.

Soda—A soft drink made from carbonated water—usually accepted to mean "Ice Cream Soda".

Souffle—Assorted color paper cups filled with ice cream or sherbet, topped with macaroons, coconut, nuts, etc.

Sundae —A portion of ice cream over which one or more dressings of syrups, fruits, nuts, or other things are poured.

Timbale—A drum shaped mold of pastry, usually filled with finely chopped—cooked meat—fish or vegetable.

Tulip Sundae—A sundae made and served in a Glace dish.

Twin Sundae
Double Sundae — A two-in-one method of making a sundae. Two molds of ice cream along side one another in the same dish and topped with the usual sundae materials.



"BUDDIES"

PIMIENTO CHEESE -- BACON & TOMATO SANDWICH

Club Style

On one layer of toast spread Creamed Pimiento Cheese.

On the second layer of toast place Sliced Tomatoes, Lettuce, Bacon and Mayonnaise.

Cover with a third piece of toast. Insert toothpicks to hold sandwich together, trim crusts and cut in four parts.

Arrange sandwich on plate (crust side down), laying sections next to and opposite each other.

Garnish with Potato Chips, Pickled Onion, Ripe Olive and Parsley.

Feature this sandwich with a Creme de Menthe Ice Cream Soda.



TOMATO -- COTTAGE CHEESE SALAD

- Lettuce leaves
- 6 Tomatoes
- 2 Cups Cottage Cheese
- 24 Slices of Cucumber

Wash and peel tomatoes. Cut in fifths, leaving the base uncut so that the sections may be spread apart but will remain attached.

Soak sliced cucumber in cold salt water for about two hours. Remove from brine, rinse in cold water. Now cover the cucumber slices in a dressing made as follows:

- 1/2 Cup Vinegar
- 1/2 " Water
- 1 Tablespoon Sugar
- 1 " Olive Oil
- 1/8 Teaspoon Pepper

Allow to remain in dressing long enough to absorb the flavor.

Place one tomato in rosette fashion on lettuce leaves on regular size salad bowl or plate. Fill center with mold of cottage cheese—lay about four slices of sliced cucumber around edge—stripe cottage cheese mold with thin strips of pimiento, and pour about a table spoon of the cucumber dressing over the cheese.

A GUIDE FOR MENU WRITING

Not intended to be copied verbatim but to suggest items which should be included on menus.

Ice Creams

Chocolate
Vanilla

Buttered Pecan
Strawberry

Egg Nog
"Revel"

Sherbets or Ices

Raspberry
Lime

Orange
Logan Berry

Sundaes

Chocolate
Hot Fudge

Pineapple
Strawberry

Marshmallow
Cherry

Caramel
Maple Nut

Ice Cream Sodas

Chocolate
Egg Nog

Nectar
Pineapple

Vanilla
Orange

Root Beer
Lemon

Special Sundaes

And How They Are Made

Cavalcade

Sliced Banana, Vanilla, Pineapple Coconut Ice Cream and Strawberry Ice Cream, Crushed Raspberry Fruit, Whipped Cream, Ground English Walnuts, Whole Cherry.

China Clipper

Vanilla Ice Cream, Crushed Chinese Ginger, Strawberry Ice Cream, Strawberry Fruit, Ground English Walnuts, Whipped Cream, Whole Cherry.

Empire Bud

Vanilla Ice Cream, Butterscotch Sauce, Chocolate Ice Cream, Frozen Fudge Sauce, Whipped Cream and Whole Cherry.

Frozen Strawberry

Fresh Frozen Strawberries, Vanilla Ice Cream, more Strawberries, Whipped Cream and a Cherry.

Ice Cream Milk Drinks

Cherry Milk Freeze

Champion Milk Shakes
Malted Milks—Your Favorite Flavor

Egg Drinks

Egg Flip
Egg Malted

Leghorn Chocolate
Egg Claret

Egg Lemonade
Egg Phosphate

Egg Malted (with yeast)
Egg DeCreme

Parfaits

Fruit
Oriental

Cherry
Caramel

Chocolate
Neapolitan

Frappes

Chocolate

Strawberry

Orange

Sherbet

Coolers and Freezes

Sherbet Limeade
Sherbet Lemonade

Grape Freeze
Lime Freeze

Ginger Ale Float

Refreshing Drinks

Phosphates
Root Beer

Coca-Cola (large)
Dr. Pepper

Grape Juice
Ginger Ale

Luncheon Combinations

Afternoon and Evening Combinations

Beverages

Newports

Soups

Salads

Sandwiches

TAKE SOME ICE CREAM HOME

WE GLADLY DELIVER ICE CREAM. TELEPHONE NO. 1234

A CHANGE IN MENU - MEANS CHANGE IN YOUR REGISTER!

A HUNDRED AND ONE SANDWICHES

Meat Sandwiches

Baked Ham
Sliced Chicken
Cold Corn Beef
Roast Beef
Cold Sliced Tongue
Cube Steak
Frankfurter on Bun
Fried Ham
Hamburger on Bun
Liverwurst
Pressed Minced Ham
Smithfield Ham
Roast Pork
Little Pig Sausage
Barbecue Beef
Barbecue Pork
Barbecue Ham
Barbecue Chicken
Sliced Turkey
Boiled Ham
Ground Steak
Chicken Liver
Salami
Tenderloin Steak
Goose Liver
Bologna
Smoked Tongue
Chicken-Burger
Turkey-Burger
Canadian Bacon

Seventy-eight

Meat Loaf
Salisbury Steak
Kosher Corned Beef
Veal Loaf
Braunsweiger

Fish Sandwiches

Sardine
Fried Haddock
Fried Oyster

Cheese Sandwiches

Cream Cheese
Imported Swiss Cheese
Pimiento Cheese
American Cheese
Limburger Cheese
Brick Cheese
Old English Cheese
English Muffin-Cheese
Olive Pimiento Cheese

Salad Sandwiches

Chicken Salad
Ham Salad
Olive Salad
Olive and Nut Salad
Salmon Salad
Tuna Fish Salad
Crabmeat Salad
Shrimp Salad
Lobster Salad
Date and Nut Salad

Combination Sandwiches

Cheeseburger on Bun
Junior Club
Tomato and Lettuce
Nut and Cream Cheese
Watercress and Bacon
Cream Cheese and Date
Nutburger
Cream Cheese and Jelly
Bacon and Tomato
Ham and Swiss Cheese
Sliced Egg and Tomato
Minced Ham and Egg
Cream Cheese, Raisin and Nut
Chopped Ham, Pickle and Cheese
Egg and Olive
Peanut Butter and Bacon
Grilled Steak and Sweet Pickle
Egg Salad and Bacon
American Cheese and Bacon
Canadian Bacon and Tomato
Tuna Salad and Sliced Egg
Roast Pork and Relish
Cream Cheese and Chipped Beef

Egg, Nut Butter, Jelly, Etc., Sandwiches

Denver Sandwich
Deviled Egg
Fried Egg
Peanut Butter
Sliced Egg
Scrambled Egg
Grape Jelly
Fruit Jam
Avocado
Almond Butter
Cashew Butter

Club Style Sandwiches

Bacon, Lettuce and Tomato
Club House
Salmon Salad and Egg
Cream Cheese, Pineapple and Nuts
Smithfield Ham and Tomato
Chopped Roast Ham and Tomato
Pimiento, Bacon and Tomato
Chicken Salad, Bacon and Tomato
Ham Salad, Lettuce and Tomato
Lenten Special

FLAVORS TO FAVOR YOUR MENU VARIATIONS

POPULAR SUNDAE TOPPINGS

Chocolate
Bittersweet
Cold Fudge
Hot Fudge
Caramel
Butterscotch
Marshmallow
Swiss Chocolate
Honey

FRUIT

Fresh Strawberry
Frozen Strawberry
Crushed Strawberry
Crushed Pineapple
Fresh Pineapple
Fresh Peaches
Frozen Peaches
Fruit Salad
Crushed Cherry
Burgundy Cherry
Crushed Black Cherry
Maraschino Cherry
Fresh Blueberries
Crushed Dates
Seedless Black Raspberry
Crushed Raspberries
Fresh Raspberries
Crushed Red Raspberries
Red Raspberries
Pineapple Dicettes

Cherry Rings
Orange Pineapple
Flaked Figs
Guava Jelly
Preserved Fruits
Baked Pears
Apple Sauce
Figs
Citron
Bing Cherries

COMBINATION

Mince Meat
Maple Nut (in syrup)
Chop Suey
Minted Chocolate
Minted Marshmallow
Colored Marshmallow
Pecan Caramel
Peach Melba
Fruit Nut Glace
Crumbled Wafers
Fig Newtons
Brandi-cot
Brandi-Peach

NUT, ETC.

Buttered Pecan
Black Walnut
Malted Milk Powder
Chocolate Shot
Nut Salad

ICE CREAM SODA, AND MALTED MILK FLAVORS

Chocolate
Fruit Salad
Lemon*
Strawberry*
Fresh Strawberry
Vanilla*
Pineapple*
Fresh Pineapple
Orange*
Lemon*
Lime
Claret
Egg Nog
Cherry*
Black Cherry
Frosted Cherry
Raspberry*
Fresh Raspberry
Fresh Peach
Root Beer
Orange Pineapple*
Nectar*
Bing Cherry
Chocolate Mint
Coffee*
Frosted Blackberry
Fruited Marshmallow
Marshmallow
Wild Cherry*
Creme de Menthe
Maple*
Grape*
Ginger Ale
Grenadine*
Butterscotch
Caramel

* These syrups are also used in making Junior Sundaes — Phosphates — Frappes — and other items.

LISTED ON THIS PAGE are many toppings and flavors in use for menu changes in ice cream departments.

For example, the new quick frozen fruits give a change from syrup and preserved fruits—to the benefit of menu appeal. Nuts dry and nuts in syrup offer variation in this class of ice cream toppings. Combinations of nuts and syrup, marshmallow with different tinting and flavoring widen the field for ice cream dressings. Hot fudge, hot butterscotch or caramel and occasionally hot fruit flavors, are all year 'round business stimulators.

Suggestions — only this list will point your way to many menu variations which will "favor the flavors" in your ice cream department.

Junior Sundaes (see Col. 3) are made in two ways — one, by reducing portions of ice cream and toppings — two, by use of syrups for toppings on regular portion of ice cream.

The first class may be used to advantage in food combinations where price is a factor (as in combination with a plate lunch at a set price)—for regular service to children, etc.

The second type is advantageous for use in stores where there is not complete equipment to handle the more elaborate toppings.

SALADS—Combinations That Are Zestful and Appetizing

Salads furnish valuable mineral salts and also give variety to the diet.

All ingredients for salads should be fresh, crisp and cold. Wash lettuce thoroughly and place in a paper bag, on ice if possible.

Salad ingredients should be cut in rather small, even sized pieces—never chopped.

A dinner is incomplete without a salad, and properly made salads are conducive to good health and good cheer.

A mayonnaise or salad dressing is the basis of nearly all salads, and a quantity of good dressing should always be kept on hand.

Nearly all vegetables and fruits are nice when served with salad dressing, and when combining them, the quantity of each is not a matter of great importance.

A nicely garnished salad is one of the most attractive and wholesome dishes on the table.

Combine materials used in salads with salad dressing just before serving.

Some salads are improved by marinating a half hour or longer before combining with dressing to be used.

To marinate a salad is to mix it with French Dressing.

Vegetable Combinations

Tomatoes, chestnuts, green pepper, celery or cabbage and any salad green.

Artichoke, cucumber and lettuce or cress.

Mushrooms, celery, apple, and cress.

Shredded cabbage, onion, tomatoes and any salad green.

Asparagus tips and lettuce.

Potatoes, string beans, beets, peas and any salad green.

Shredded celery, lettuce and romaine.

Brussels sprouts, chestnuts, celery or cabbage, and any salad green.

Sliced tomatoes, cucumber and cress.

Cauliflower, asparagus, radishes or carrots, and any salad green.

Sliced carrots, peas and lettuce.

Eggplant, parsley, celery, tomato, onion, green pepper and lettuce.

Sliced beets, cress and lettuce.

String beans, celery, pimientos or green peppers, and any salad green.

Shredded carrots, with raisins.

Shredded cabbage, pimientos, and cress.

Beets, potatoes, tomatoes, gherkins, onion, hard cooked eggs and lettuce.

Sliced radishes and lettuce or romaine.

Tomatoes, string beans, potatoes, cauliflower and lettuce.

Cucumber, spinach, peas, cole slaw and cress.

Cauliflower, snappy cheese and lettuce.

Grated Carrots and Beets.

Green pepper filled with Tuna Fish, shredded cabbage, cucumbers and pimientos.

Raw carrots, cabbage, celery, peppers, cottage cheese and tomato.

Fruit Combinations

Pears, Philadelphia cream cheese balls and lettuce.

Grapefruit, orange and romaine.

Pineapple, bananas, cherries, walnut halves, marshmallows and any salad green.

Grapefruit, celery, pears, pimiento and lettuce.

Shredded apple, Tokay or Malaga grapes, stoned cherries and lettuce.

Orange, minced mint and lettuce.

Sliced bananas, oranges, apricots, diced apples and any salad green.

Apple, celery, raisins, and lettuce.

Prunes, Tokay or Malaga grapes, diced apples and any salad green.

Pineapple, crumbled snappy cheese and lettuce.

Halved strawberries, pineapple, orange, grapefruit, parsley and romaine.

Tokay or Malaga grapes, pineapple, celery and any salad green.

Diced cantaloupe, sliced tomatoes, diced apple and any salad green.

Diced watermelon, pineapple, oranges and any salad green.

Sliced, unpeeled red apples, spread with Philadelphia cream cheese and peanut butter (beaten together) and lettuce.

Shredded pressed figs, pineapple, diced apples and romaine.

Tokay grapes, sliced chestnuts, chopped mixed nuts, celery and lettuce.

Meat and Fish Combinations

Chicken, stuffed olives, celery, salted almonds and any salad green.

Salmon, hard cooked eggs, celery, sweet pickle, dash of onion juice and any salad green.

Chicken, green peas, celery, rice, pimiento and any salad green.

Minced ham, cottage cheese, pickled onions and any salad green.

Crisp bacon, thin slices of onion and shredded lettuce.

Chicken, veal or lamb, celery, cucumber and lettuce.

Game (duck, rabbit or guinea hen), celery, mushrooms, green lima beans, eggplant, and lettuce or cress.

Tuna fish, celery, pimientos and lettuce or cress.

Lobster, crabmeat or halibut, green peppers, cabbage or celery and cress.

Diced lamb or tongue, celery or cabbage, peas and any salad green.

Shrimps, celery or cucumber, stuffed olives and lettuce.

Finnan Haddie, hard cooked egg, pimiento, green pepper, celery and any salad green.

Veal or roast pork, minced green pepper or pimiento, celery or cucumber, tomatoes and lettuce or cress.

Oysters, celery, horseradish, pimiento, green pepper and lettuce.

Diced ham, celery or cabbage, cucumber, tomatoes and any salad green.

Minced corned beef, cooked beets, deviled eggs and any salad green.



SALADS FOR THE FOUNTAIN LUNCHEONETTE

POTATO SALAD

(German Style—Serve Hot or Cold)

- 5 lbs. Potatoes
- 1 Onion
- ¼ lb. Bacon
- ¼ lb. Butter
- ½ cup Flour
- 1 " Water
- 1 " Cider Vinegar
- 1 tsp. Sugar
- Salt and Pepper

Boil potatoes. When done, slice like cottage fried potatoes. Add onion, chopped fine. Dice bacon and fry crisp brown. Drain. Mix with potatoes. Cover with the following special mayonnaise: Made by blending bacon fat and butter with flour, water and cider vinegar, sugar, salt and pepper. Beat well. Cook in shallow boiler or skillet until thickened. If desired, egg yolk may be beaten into this dressing to give it a richer color. By using this dressing over potatoes the flavor will be practically the same as German Potato Salad and can be served hot or cold.

POINSETTIA SALAD

Wipe, peel and chill small tomatoes. When ready to serve, cut in eighths, not serving the sections, and open like the petals of a flower on a crisp lettuce leaf. In the center put a teaspoon of chopped celery and serve with dressing.

ASPARAGUS RIBBON SALAD

(1 Portion)

Place 5 stalks of cooked, fresh asparagus (or canned white asparagus) on a crisp, cold, curly lettuce leaf. Over these place bands of cottage cheese, chopped pimiento and egg yolk, put through a strainer. (These bands must touch each other and give the appearance of colored ribbon laid across the asparagus.) Serve salad with Thousand Island Dressing.

AVOCADO SALAD BOWL

- 1 large Avocado
- French Dressing
- 2 medium sized Tomatoes
- ½ head Chicory
- ½ head Iceberg Lettuce
- 1 head Endive

Pare, stone and slice Avocado. Cover with French Dressing and chill ½ hour or longer. Skin tomatoes and cut in segments. Cover with French Dressing and chill for one-half hour. Arrange cleaned, chilled salad greens, drained Avocado, and tomatoes in even layers in salad bowl. Sprinkle with French Dressing, then toss until each piece is glistening with dressing. Serve in individual salad bowls if desired.

CARROT AND RIPE OLIVE

(Approximately 6 servings)

- ½ cup thinly sliced Raw Carrots
- 1 " cooked Canned Peas
- ½ " Chopped Celery
- ½ " " Ripe Olives
- 1 Minced Green Onion

Put above ingredients in a bowl. Moisten with French Dressing and let stand for an hour in the refrigerator. Drain off superfluous dressing and serve on watercress.

RUSSIAN COLE SLAW

- 3 lbs. Cabbage
- 2 Pimientos (finely chopped)
- 2 Green Peppers " "

Shred firm cabbage in usual manner. Wash in cold water. Drain. Mix cabbage, chopped pimientos and chopped green peppers. Moisten with a dressing made from 2 parts good French Dressing and 1 part Chili Sauce.

GRAPEFRUIT-PINEAPPLE

- 1 cup Grapefruit sections
- 1 cup diced Pineapple
- Lettuce
- ¼ cup Pecan Meats
- Mayonnaise or Salad Dressing

Mix the grapefruit and pineapple and chill for several hours before preparing the salad, which must be made just before serving. Arrange the fruit on lettuce covered plates and top with a tablespoon of mayonnaise or salad dressing and cream. Sprinkle pecans over mayonnaise.

HEALTH SALAD

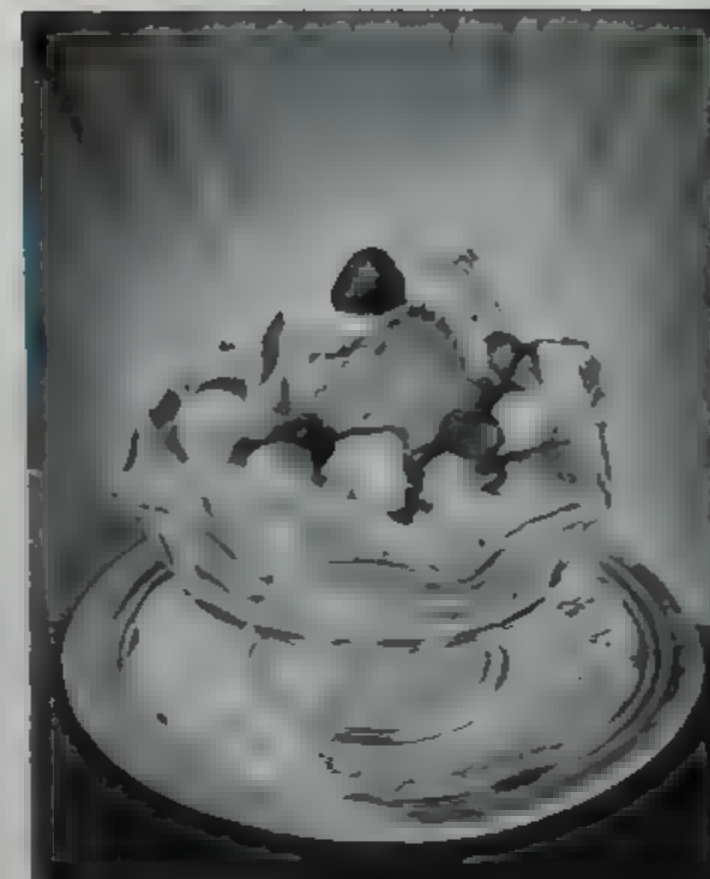
- Lettuce—cross section
- Raw Carrots—flaked or chopped fine
- Raw Cabbage, shredded fine
- Raw Green Peppers, diced fine
- Mayonnaise
- Cottage Cheese
- Whipped Cream

Procedure: Mix shredded cabbage and flaked carrots separately with mayonnaise. Place a cross section of lettuce in the center of salad plate, then place a generous portion of cabbage in the center of this, then a portion of carrots on top of cabbage.

Top with finely diced green peppers, then combine cottage cheese and whipped cream in a pastry tube and flute from base to crown in 3 different places making a rosette on top.

LETTUCE SPRING ONION SALAD

Chop ½ cup of green onion. Mix with Thousand Island Dressing to a stiff paste. Spread over a slice of head lettuce on a 6 inch plate and garnish with sliced dill pickle and pimiento strips.



FROSTED FRUIT SALAD

Place crisp lettuce leaves around the inside of a sundae dish. Fill the dish with regular Fruit Salad. Top with Pineapple Sherbet and Garnish with a Whole Strawberry.



LUNCHEONETTE, RESTAURANT OR COFFEE SHOP - NAME YOUR LUNCHEON!

LIQUID LUNCH

A Thick Creamy Malted Milk
(your flavor)
Enriched with a Fresh Egg
Served with Whipped Cream and Wafers

CLUB LUNCHEON

Chicken A la King
over large Baking Powder Biscuit
Cottage Cheese and Pineapple Salad
Milk, Coffee
All-way Chocolate Sundae

SPECIAL PLATE LUNCH

Open faced Hot Roast Pork Sandwich
Glazed Carrots
Milk, Tea, Coffee
Burnt Almond Ice Cream

FOUNTAIN LUNCHEON

Choice of Soup
A Stack of Hot Cakes Striped with Link Sausages
Frosted Chocolate or Up-Side-Down Soda

PLATTER LUNCHEON

Creamed Chipped Beef on Toast
Lyonnais Potatoes
Vegetable Salad
Beverage
Hot Caramel Sundae

SCHOOL BELL LUNCHEON

Salisbury Steak Sandwich
French Fried Potatoes
Sliced Tomatoes, Mayonnaise
Chocolate Nut Whip
or
Peach Ice Cream

PANTRY LUNCHEON

Ripe Tomato Stuffed with Tuna Salad
Cucumber Slices
Saltines
Milk, Ice Tea, Ice Coffee
Ice Cream Bowl (Four Flavors of Ice Cream)

FRIDAY LUNCHEON

Salmon Croquettes
Tomato Sauce
French Fried Potatoes
Sweet Relish
Hot Rolls
Beverage
Peach Half A la Mode or Layer Cake

SALAD BOWL LUNCHEON

Fresh Fruit Salad over a Bed of Iceberg Lettuce
Served in our Special Salad Bowl
Topped with Your Choice of
Ice Cream or Sherbet
Served with Toasted Saltines

BUDGET LUNCHEON

Individual Chicken Pie
Hot Biscuit
Beverage
Junior Fresh Strawberry Sundae

CHICKEN AND WAFFLE LUNCHEON

Creamed Chicken over Hot Waffle
Hot Fudge or Hot Mince Sundae
Milk, Tea, Coffee

TEA TIME LUNCHEON

Hot Cheese Tea Sandwiches
Marmalade, or Jelly
Black Raspberry, or
Royal Cube Pineapple Ice Cream
Milk, Pot of Tea, Coffee

ASSORTED SANDWICH PLATE

Assorted Finger Sandwiches
Pickle Chips
Milk, Tea, Coffee
Chocolate Royale or "Revel" Ice Cream

SPAGHETTI PLATE

Italian Style Spaghetti
Prepared with Cheese and Tomato Sauce
Served with Toast and Garnished with
Fresh Cucumber Slices
Chocolate or Vanilla Ice Cream
Beverage

"HELP YOURSELF" LUNCHEON

Help Yourself from our Vegetable Salad Bowl
Toasted Saltines
Ice Cream—Help Yourself to Your Favorite Topping
Milk, Tea, Coffee

LUNCHEONETTE, RESTAURANT or COFFEE SHOP LUNCHEONS

A Special Name for Each Luncheon Has Proved to be a Splendid Merchandising Method

CHEF'S SUGGESTION

Cream of Tomato Soup
with Whipped Cream and Croutons
Baked Meat Loaf with Spanish Sauce
Mashed Potatoes
Head Lettuce, French Dressing
Rolls
Beverage
Dubonnet Cherry or Chocolate Ice Cream

FRAULEIN LUNCHEON

Frankfurters and Sauer Kraut
Whipped Potatoes
Pumpernickle and Butter
Coffee, Tea or Milk
Butterscotch Pudding A la Mode
or
Dutch Apple Pie with Ice Cream

VEGETABLE DINNER

Four Tempting Vegetables
Buttered Whole Wheat Toast
Butter Pecan Ice Cream
Milk, Tea, Coffee

HILL BILLY

Glaced Country Ham, Cider Sauce
Candied Yams
Apple and Raisin Salad
Corn Sticks
Milk, Tea, Coffee
Rum Bisque Ice Cream
or
Chocolate Noodle Sundae

FEATURED COLD PLATE

Assorted Cold Cuts
Old-Fashioned Potato Salad
Rolls
Milk, Tea, Coffee
Orange Sherbet
Vanilla, Chocolate, Pineapple Ice Cream

SPECIAL FRUIT LUNCHEON

Pineapple, Pear and Cottage Cheese
Orange and Grapefruit Sections
Wafers
Blackberries over Ice Cream
Ice Cream over Chocolate Pudding

VIRGINNY SPECIAL

Tomato Juice or Fruit Cup
Baked Ham with Raisin Sauce
Candied Sweet Potatoes
Mexican Slaw
Rolls
Milk, Tea, Coffee
Junior Chocolate Fudge Sundae
or
"Saucy" Apple Sundae

JIGGS DINNER

Corned Beef and Cabbage
Boiled Potatoes
Hot Rolls or Cornbread and Butter
Milk, Tea, Coffee
Mary Ann Sundae or Pudding A la Mode

ORIENTAL DINNER

Chinese Chow Mein with Noodles
Steamed Rice
Pot of Tea
Vanilla Ice Cream with Almond Cookies

OFFICE GIRL'S LUNCHEON

Chicken Noodle Soup
Creamed Eggs on Toast
Lettuce and Orange Salad
Milk, Tea, Coffee
Raspberry Sherbet
or
Fudgy Coconut Sundae

GULF COAST LUNCHEON

Fried Louisiana Shrimp
Baked Rice in Green Pepper
Sliced Tomato—Hot Corn Sticks
Mocha or Royal Cube Pineapple Ice Cream
Milk, Tea, Coffee

NOVEMBER LUNCHEON

Turkey Wings Fricasse with Dumpling
Cranberry Sauce
Gingerbread
Egg Nog or Pumpkin Ice Cream
Milk, Tea, Coffee

"MORE TIME TO SHOP LUNCHEON"

Vegetable Soup—Sprinkled with
Grated Parmesan Cheese
Saltines
Egg Nog or Chocolate Ice Cream Soda
Two Cookies
Beverage

FRIDAY SHOPPER'S LUNCHEON

Creamed Tuna Fish on Toast
Sliced Tomato Potato Chips
Pineapple Ice Cream Soda or Orange Sherbet
Milk, Tea, Coffee

"BLUSHING BUNNY" LUNCHEON

Tomato Rarebit on Toast
Cole Slaw Bread and Butter Pickle
Butterscotch Filbert Ice Cream
or
Junior Chocolate Nut Sundae
Beverage

SUGGESTIVE SIGNS

OUR FROZEN FRUIT SUNDAES

Bring You Fruits
Orchard Fresh the Year 'Round

Relax and Refresh

In Cool Comfort
at our
"FOUNTAIN OF YOUTH"

Sweeten Your Disposition
With Our New
SOUR CHERRY SUNDAE

Little Red School House Special
CHERRY WHIP
"Little More Pep In Class"

Public Favorite No. 1
our
PINEAPPLE CHERRY SUNDAE

The Thing to do . . . Order
A taste-tempting and energizing
CHOCOLATE MALTED MILK
A combination of good things:
Made with Ice Cream, Pasteurized
Milk, Chocolate Flavored Syrup . . .

SHOPPING ON YOUR LUNCH HOUR?
Lightning Service
INDIVIDUAL HOT CHICKEN PIES
Right Now!

THE "HIT" TREAT
Of The Week
BLACKBERRY BANQUET BANANA SPLIT
An Appetite Inspiring Ice Cream Delight

WE RECOMMEND
Rich, foaming, tangy
CHOCOLATE ICE CREAM SODA
with plenty of real Chocolate flavor
and our smooth, full bodied,
rich vanilla ice cream.

WALK IN PLEASE—
Have an "Ice Cream Bowl"
WALK OUT PLEASED

We Recommend
HOT FUDGE SUNDAE!
Soft, creamy, mellow, "fudgy"
chocolate—served with rich, full
flavored ice cream.

**THE WORLD'S MOST
POPULAR FOOD**
Has "Gone Nuts"?!
in
BUTTER PECAN ICE CREAM

BUSY SHOPPING?
A Few Minutes Pause
For A Cooling
ORANGE BLOSSOM SODA
Will Refresh You!

DELICIOUSNESS
Times Two
That's Our New
Fresh Strawberry—Double
Sundae

Beautiful To Look At!
Better Than It Looks
PINEAPPLE BOAT
A Tropical Paradise In Taste

THE DESCRIPTION HELPS TO SELL



Mammy's Southern Fried Chicken

Done to a delicious brown, served "sizzlin' hot".

Broiled Rib Steak

A twelve-ounce juicy Rib Beef Steak, charcoal broiled to just the point, served with fresh, creamery butter.

Shad Roe

Is at its maturity this month, therefore at its best.

Pennsylvania Dutch Chocolate Ice Cream (Flavored with Peppermint Sticks)

Tulip Sundae

Made with crushed fruit, a generous amount of your favorite ice cream, all topped with whipped cream and a bright red cherry.

Chocolate Ice Cream Soda

Made right, with mild Bittersweet Chocolate Syrup, Ice Cream, peppery, cold, carbonated water, more ice cream, glorified with whipped cream and a cherry.

Fruit and Nut Parfait

A "rainbow" of ice cream colors, daintily decorated with vivid fruits, whipped cream and nuts. Each one a "Masterpiece".

Frosted Fruits Sundae

Delicious ice cream covered with Frosted Fruits — Strawberries, Peaches, Raspberries, Orchard Fresh the Year 'Round.

Cherry Milk Freeze

As cooling and refreshing as a summer breeze.

Lime Freeze

Made with a fresh, ripe Mexican Lime, peppery carbonated water, refreshing sherbet, stirred to the second. The "Best Thirst Quencher of Them All".

Hot Fudge Pecan Sundae

A tempting combination of Ice Cream with Milk, Chocolate Hot Fudge, generously sprinkled with Toasted Salted Pecan Halves.

Christmas Tree Sundae

So beautiful it's a shame to eat it.

DeLuxe Hot Chocolate

Peps you up like a bit o' good news.

Fresh Pineapple Sundae

Try one for GOODNESS' sake.

Apple Pie A la Mode

The Aristocrat of all pies—with a Whole Wheat Crust . . . combined with good, wholesome, fresh, rich Ice Cream.

Chicken Gumbo, Creole Style

A thick soup containing rich broth and rice, okra and choice pieces of fresh chicken. Made from an old Southern formula.

OPENING or REMODELLING?

"What do I need? What equipment - decorations - supplies, etc?"; often queries the retailer, the person going into business or remodelling.

Here's a partial list of answers. Not all are needed perhaps every day nor in every store, but wherever good retail ice cream departments are operated, these items recur with sufficient frequency and regularity to warrant their inclusion on such a suggestive listing as this.

Divided for easy reference into broad natural groupings, the items below will suggest to the store operator many of his needs for store planning.

Permanent Equipment

Accounting System
Adding Machine
Air Circulators
Air Conditioning Unit
Awnings
Backbar
Backbar Displays
Barrel Skid
Booths
Bread Slicer
Carbonator
Carbonator Gas Outfit
Cash Register
Chairs
Clocks
Coin Changers
Compressor
Delivery Equipment
Dish Washer
Door Mats
Dumb Waiter
Electric Fans
Files
Finished Drink Refrigerators
Fixtures
Floor Coverings
Food Checking Machine
Food Storage Refrigerators
Fountain Checks
Fountain Counters
Fountain Stools
Frosted Food Cabinets
Glass Racks
Glass Washers and Sterilizers
Heating System
Hot Water Heating Equipment
Ice Cream Cabinets
Ice Cream Cone Dispensers
Ice Water Dispenser
Inter-communicating System
Juice Coolers
Juice Dispensers
Kitchen Equipment
Laundry Equipment
Lead Lines
Lighting Fixtures
Lockers
Mirrors
Mixer Containers
Mixers (mixing cups)
Musical Instruments
Nut Toaster
Overhead Kitchen Utensil Rack
Pump Jars
Rack for Ice Cream Dippers
Radio
Range

Refrigerator
Safe
Sandwich Table
Sanitary Floor Mats
Scales, all size
Seats (booth)
Serving Trays
Shelf Racks
Soda Fountains
Specialty Cabinets
Steam Table
Sterilizers
Storage Jars
Storage Racks
Syrup Percolator
Tables
Telephone Booths
Thermometers
Tool Repair Kit
Typewriter
Washing Machines
Work Table

Items which are always integral parts of the Sales Program in a progressive Retail Department, and which we classify as

Identification and Advertising

Advertising
Changeable Letter Signs
Counter Displays
Cut-Outs
Decalcomanias
Decorative Materials
Direct Mail Advertising
Display Cards
Display Cut-Outs
Display Posters
Display Stands and Signs
Electric Signs
Embossed Displays
Flowers
Hangers
Ice Cream Displays
Illuminated Displays
Illuminated Letters
Junior Printing Press
Life-size Figure Cut-Outs
Lithographed Display Materials
Mechanical Displays
Menu Covers
Menu Duplicators

Menus
Merchandise Displays
Merchandising Campaigns
Metal Display Devices
Paper Pastes
Printed Material
Realistic Display Material
Reproductions
Sidewalk Frames
Sidewalk Signs
Signs—Inside and Outdoor
Store Dominations
Streamers
Transfers
Window Decorating Material
Window Pastes
Window Streamers
Wire Trims

Items which are incident to proper maintenance, generally spoken of as

Miscellaneous

Artificial Leaves and Flowers
Ash Trays
Brooms
Brushes
Buttons
Cloths, Dust, Polishing, etc.
Detergents
Disinfectants, Deodorizers
First Aid Kits
Fuel
Gas
Lamps—Lamp Shades
Light—Light Bulbs
Maintenance Supplies
Matches
Medical Services for Employees
Mops
Napkins, Paper
Office Supplies
Paper Supplies for Cash Register, etc.
Paste
Pencils
Polish, metal, silver, furniture
Power
Refuse Cans—large and small
Rubber Gloves
Rubber Hose
Rubber Stamps
Scouring Powder
Soap
Stationery
Toothpicks
Towels
Trade Journals
Vases
Waste Baskets
Water
Wrapping Paper

Items which cover the FOODS most generally used, namely

Product Supplies

Bakery Goods
Bottled Beverages
Bouillon Cubes
Bread
Carbonic Gas
Cocoa Hot Chocolate Powder
Colorings

Condiments
Confections Coffee, Tea
Cereals
Crackers and Wafers
Cream, Coffee
Cream, Whipping
Dairy Supplies, butter, cheese, etc.
Dry Ice
Extracts
Fish, canned
Fish, fresh
Flavorings
Fruit, fresh
Fruit, frozen
Fruit, Juices
Garnish Materials
Ice
Ice Cream
Ice Cream Cones
Ice Cream Specialties
Meat, canned
Meat, fresh
Meat, smoked
Milk
Novelties
Nuts
Olive Oil and Olives
Poultry
Salad Dressings
Sandwich Fillings
Sea Food
Sherbets
Spices
Sugar
Soups, canned
Syrups
Toppings
Vegetables fresh, canned, frozen
Whipped Cream

Items necessary in the preparation or serving of Ice Cream and related dishes, as

Service Supplies

Banana Corers
Beverage Coolers
Butter Cutter
Can Openers
Carton Filling Holders
Carton Liners
Cartons, other than Ice Cream
China
Chinaware
Coffee Cream Dispenser
Coffee Maker—Individual
Containers
Cooking Utensils
Cream Whippers
Cup Holders
Curb Service Equipment
Cutting Boards
Cutting Knives
Dish Carriers
Dish Liners
Dollies
Drink Dispensers
Drink Mixers
Electric Grill, Fudge Warmers
Electric Toaster
Food Chopper
Frosted Malted Mixers
Fruit Bowls
Fruit Juice Extractors
Fruit Slicers
Glass Holders

Glassware
Graduates
Hot Cups
Hot Drink Heaters
Ice Breakers
Ice Chippers and Shavers
Ice Cream Cartons
Ice Cream Dippers
Ice Cream Dishes
Ice Cream Packagers
Ice Cream Servers
Ice Cream Spoons
Ice Cream Wrappers
Ice Cyber
Ice Tea Dispenser
Insulated Bags
Jugs for Storage
Ladles
Laundry Service
Malted Milk Dispensers
Marshmallow Whippers
Measuring Cups
Meat Slicer
Menu Holders
Mixing Bowl
Mixing Utensils
Napkin Holders
Napkins
Nut Meat Choppers
Package Trays
Paper Cup Dispensers
Paper Dispensers
Paper Doilies
Paper Holders
Paper Service
Paper Tray Covers
Silverware
Silverware Containers
Straw Dispensers
Straw Holders
Straws
Trays
Tumbler Carriers
Uniforms for fountain personnel
Urns
Whipped Cream Dispenser
Wooden Ware

Items covering Labor and/or Materials involved in periodic repairs or

Replacements

Art Work
Building Repairs
Cushions
Draperies
Electric Motor and other electric appliance parts
Flashlights
Fountain Sales Checks
Insurance
Linens
Murals
Paint
Plumbing Fixtures
Repair Items for fountain and other equipment
Repair Items, minor
Shp Covers
Table Coverings
Table Tops
Venetian Blinds
Wall Papering
Window Shades

Check List for a Soda Fountain Owner

1. See that your staff acquires a complete knowledge of the fountain, its maintenance and operation. ★
2. Develop loyalty both to store and to your customers, driving the thought home that "honesty is the best policy". ★
3. Encourage initiative and thereby produce self-starters who think along lines that will benefit your business. ★
4. Be enthusiastic, and by being so, generate enthusiasm for new drinks, sundaes, etc. No employee will lie down on a job that is headed by an enthusiastic leader. ★
5. Ask for ideas from your personnel. Stimulate their initiative, don't overlook showing your appreciation for their suggestions. ★
6. See that instructions for mixing new drinks, and sundaes are followed carefully and implicitly. ★
7. Insist upon good sportsmanship and courtesy in contacts with fellow employees and customers. ★
8. Bear in mind that Friendliness towards the customer is the cleverest sales strategy of all. Helpful suggestions lead to increased sales. ★
9. Stress Cleanliness in fountain equipment and neatness in fountain personnel. ★
10. Have at least ONE member of your fountain staff, who is handy with brush and paint, make new signs and displays often. ★
11. Service is one of the most important things you have to sell. Give it cheerfully, thoughtfully, willingly and efficiently.



How to Merchandise Your Menus

Notice the white space clipped to the menu in the illustration above? Of course you did! You can't miss it! This idea of clipping a slip to your menu with a "Special" printed or typed on it is an effective sales-getter for any item you wish to push. Ice Cream Merchandising men say this clipping often sells more merchandise than a window or back bar display. Run through the pages of today's national magazines and you'll find the biggest ads—prepared by the highest paid advertising men—using the same idea or a variation of it in printed form. Take a lesson from these expensive ideas and clip a slip to your menu *every day*—but remember not to overdo it. *Too many* slips make a menu *dog-eared*, messy and offer too much competition to the Special you wish to sell.

Tables for Ladies

Silly Signs That Do Not Sell

Take an inventory of the signs you are displaying and see if any fall into the "silly" class—signs like: "Tables for Ladies" (unnecessary); "Visit Our Sanitary Kitchen" (negative thought inferring dirtiness); "Service

IDEAS—"DO'S" AND "DON'TS"

with a Smile" (give them the smile not the sign). These do not sell a thing, are worthless in effect, insult the average customer's intelligence and, more important, can be replaced by signs that actually do an intelligent selling job for you.



Check Up On Your Spelling

Before you put your menus into use, check them carefully for spelling. You'll be surprised at simple words commonly mis-spelled—errors that reflect on store and staff. *Remember!*

Tomato *not* Tomatoe
 Potato *not* Potatoe
 Sandwich *not* Sandwitch
 Sundae *not* Sunday
 Check your menus now.

The Valuable Young Market



The youngsters in your area are naturals for your specialty ice cream—individual cups, bricks, cocoanut and chocolate covered ice cream bars, sundae cups, etc. Develop this market through suggesting, and there's no problem there because the biggest thing in your selling favor is

that every child already loves ice cream. Through suggestion, you can guide these sales in any direction you see fit—and directing them to the many different forms of ice cream provides new interest—more sales and more profits for you.

A Personalized Promotion



We know that every fountain clerk who takes pride in serving the best drinks and dishes has in mind a certain concoction of his very own invention that, to him,

is the pinnacle of tasty confection. How about arranging for each of your fountain staff to prepare his own personal ice cream treat and featuring it under his name as a special for an entire week? Follow this up with the next one for the following week until all have been used. Then, award a cash prize to the fountaineer whose personal treat sold most. This promotion will bring the attention of your customers to your personnel, create a greater feeling of personal friendliness between them.

Thought for the Day:

Salespeople in general could learn courtesy from the average filling-station attendant. You get a dollar's worth of gas, 28 pounds of air in your tires, the oil and water checked, the bugs wiped from your windshield with a wet chamois-skin, free rest room service, a free road map—and the attendant leaves you smiling! He knows that courtesy **PAYS!**

HE WHO "MAKES GROSS"

An essential requisite for making profit in the operation of the soda fountain is to "make gross". By "make gross" we mean to make a satisfactory percentage of profit on the merchandise we sell.

In order that we may talk and understand the same language, let's first of all see how to figure gross profit.

HOW TO FIGURE

The accepted method of figuring gross profit percentage is to divide gross profit, in dollars and cents, by total sales, in dollars and cents. In simpler words, profit divided by sales equals gross percent. For example:

| | |
|--------------------------------|--------|
| Sales | \$1200 |
| Cost of Merchandise Sold | 700 |
| Gross Profit | 500 |

\$500 Divided by 1200 equals .4166 or
41.66% is Gross Profit Percentage.

In computing the above percentage, the merchandise or salable products' costs are the only items taken into consideration. In adding cost of merchandise sold we should not add to cost of merchandise that cost which rightly comes under expense columns . . . napkins, straws, paper bags, ice cream cartons, sundae glasses, soap powders, etc., *that are not sold*. These are expense items, and, if figured into cost of merchandise sold, will give you a distorted figure.

SELLING OR EXPENSE

If you are in doubt as to whether to add a certain item in cost of merchandise sold or in expenses

merely ask yourself: "Do I actually SELL this item or does it come under 'expense'?"

A few examples: Ice in an ice box is used to keep foods. It is an expense item. On the other hand, *ice served in drinks is really sold* and is, therefore, a *cost-of-merchandise item*.

By the same token, gas used in cooking is an expense item—while carbon-dioxide gas from gas drums used in making carbonated water is *sold*, and therefore, a *cost-of-merchandise item*.

Naturally, then, carbonic gas in drums should be included in the food-on-hand inventory.

Downtown stores, due to higher expense caused by overhead, must of necessity plan on a higher gross profit than a neighborhood store would expect as gross profit. It is not unusual for a downtown store to have a total expense which is greater than the gross profit of the neighborhood store. Because of this, no soda fountain operator should ask anyone else to tell him what his gross profit should be, but he should determine this from his costs and expenses, obtained through the use of the records such as are recommended in this book.

PLANS TO INSURE DESIRABLE GROSS PROFIT

Whenever we see an operator who is outstandingly successful, we observe that he has employed three distinct plans to insure a desirable gross profit.

SHRINKAGE KEPT TO MINIMUM

1. He has an absolute minimum of shrinkage. He buys carefully to prevent any spoilage of food-stuffs. He does not tolerate the casual, careless em-

ployee who just "can't dip ice cream right"—who has too many "friends" and proves it by giving them the operator's profits.

KNOWS COSTS

2. He has learned a long time ago that he cannot make a good gross consistently by *guessing* at costs of the items he sells. He must have complete up-to-date cost data per serving. He laughs up his sleeve at the boy down the street who has a "whale" of a business on low-gross percent items and a "minnow" sized business on good gross items. The profit making operator knows costs.

IS A GOOD MERCHANDISER

3. "HE WHO MAKES GROSS" is essentially a good merchandiser. A leader in his community for new ideas, he is wide open for suggestions and will usually pick up additional ideas from salesmen. Knowing costs, this merchandiser picks out a few high-gross percentage items, boiled down from the large number of suggestions he has received, and merchandises by featuring these items.

"HE WHO MAKES GROSS" HAS IMPRINTED
IN HIS MIND:

"Profit Divided by Sales equals GROSS!"

Careless, Untrained Employees equal SHRINK-
AGE!!

GROSS is the difference between what my MER-
CHANDISE costs and what I sell it for.

To let up on my part means SHRINKAGE . . . to
MERCHANDISE Ice Cream means HIGH
GROSS!!!!

HE WHO MAKES NET

Net profit, more commonly known as net, is what the soda fountain operator gets as a reward for his work and efforts. Needless to say, without net profit no one can stay in business very long.

Gross profit is the result of selling merchandise for more than is paid for it. However, a large gross profit does not mean that a net profit may be obtained. On the other hand, very often a comparatively small gross profit plus capable and careful management, results in net profit.

Just what is this difference between gross profit and net profit? As explained earlier, gross profit is the result of selling merchandise for more than it costs. Net profit, however, requires that every activity in the whole business establishment must be coordinated. Gross profit, less all of the expenses of the business, yields a net profit; therefore, not only the gross profit but all of the operating expenses of the business have a direct and sometimes fatal effect on net profit. In view of this, if expenses can be controlled so that there is enough gross profit to pay the expenses and have some left over, the result is net profit. Therefore, a successful manager gives even more thought to the control of expenses than he does to gross profit.

These operating expenses are insidious things and if not continually watched they will grow at a much faster rate than will sales. Let's consider for a moment or two some expenses and just how they can be handled in order that a net profit may result.

A large number of owners pay their fountain managers a salary and a percentage of the gross profits, or a percentage of the sales. In other

words, the manager has been given an incentive to sell everything he can, but there is no curb upon his desire to spend. Fix the fountain manager's total income so that he will want to make money for you rather than just sell goods. A percentage of the net profit in addition to his salary might give him this incentive. The fountain manager, who is watching the fountain every minute, is in a position to see that expenses are held where they should be, and that no unnecessary ones creep in.

Naturally, you are in business to make a net profit. Therefore, make your help "net profit conscious". Employees who are "net profit conscious" will figure "total cost to operate" rather than "food costs" alone.

The percentage of net profit is figured by dividing the amount of net profit in dollars by the total sales in dollars. Encourage the fountain manager to figure his own books right straight through to the final percentage of the net profit.

He who makes net has a multiplicity of "net-making" principles. Here are a few of them:

"Cheap" help is very often the most expensive.

Don't operate the fountain by guess work. Measure everything—have measuring devices handy—use them. Measure the soap powder which goes into your sinks for dish washing.

Remember, one broken soda glass means that you have not made a profit at all on the ten sodas you have just served.

THINK!

Cheap light bulbs or light bulbs that have already burned too many hours are increasing your electric current costs.

Do not waste fuel gas. Call in the "gas man" regularly to check burners. Ask him for booklets on use of gas in cooking. Chances for savings shown may surprise you.

Know your average operating costs. This is absolutely necessary. After the cost of merchandising has been subtracted from total sales figure the remaining sum is that from which you must deduct all operating and other expenses, in order to determine net profit.

Constant supervision of operating expense is necessary to keep operating cost at a minimum, if a satisfactory earning is to be assured. If an item is sold at a price which yields a gross profit of less than your operating expenses plus your desired net profit, it is an item that is cutting down your net. This means, to maintain your net, you must sell enough other items with a greater gross to overcome the small net thus produced.

Substitutions are dangerous. Use the right tool for the job for which it is intended. Do not use napkins for towels, just because they are handier—instead, have a supply of towels where they can be readily reached.

Not all expenses are tangible items that can be easily pointed to, such as payrolls, rent, electric bills or gas bills. There are other expenses which at times are even more costly than these tangible items. For example, take accidents. An accident can easily be a very large and costly expense—particularly if a customer is injured or one of the employees is injured. Many safety engineers maintain that accidents never happen—they are caused by carelessness.

Many accidents occur because customer or employee slips on spilled food. If a waitress spills something on the floor, have her guard the spot until someone has cleaned it. Eliminate carelessness and you will go a long way toward eliminating accidents and the resultant expense.

Avoid shrinkage. Remember "shrinkage" is like a rat in the night that gnaws away your profits.

Have a cabinet for clean linen—put one person in charge of the linen cabinet.

Study your dish washing problem. Have a definite system that will insure a minimum breakage. Experiment with soap powders until you find one that costs less per washing, yet is satisfactory.

Have a place for everything and everything in its place. Have a sign cabinet where your signs may be kept clean and can be used over again.

Have your equipment arranged efficiently so that your store will require the minimum of help.

In other words, PLAN. Nothing will take the place of intelligent thought and planning. After you have a plan that you are sure will work, jot down at least the essentials of it, so that you cannot, under any circumstances, forget it. Refer to the plan and see that your operations are carried out in accordance with it. If any part of the plan proves wrong, correct it.

It is only by planning and following through that an operator can assure himself a net profit. A net profit is more than just so much money—a net profit is the final score for the game. If you have made a net profit the score is in your favor with all the thrills that go with winning, in addition to the money you may have for your bank account.

COST OF ICE CREAM PER SCOOP

NUMBER OF DIPS FROM A GALLON—(4 Quarts)

| Size of Scoop | 30 | 24 | 20 | 16 | 12 | 10 | 8 |
|------------------------------------|-------|-------|-------|-------|-------|-------|-------|
| Average number of Scoops to Gallon | 62 | 51 | 42 | 35 | 26 | 24 | 22 |
| Price per Gallon \$.80 | .0129 | .0157 | .0190 | .0229 | .0308 | .0338 | .0364 |
| .85 | .0137 | .0167 | .0202 | .0248 | .0327 | .0354 | .0386 |
| .90 | .0145 | .0176 | .0214 | .0257 | .0346 | .0375 | .0409 |
| .95 | .0153 | .0186 | .0226 | .0271 | .0365 | .0396 | .0432 |
| 1 00 | .0161 | .0196 | .0238 | .0286 | .0385 | .0417 | .0455 |
| 1.05 | .0169 | .0206 | .0250 | .0300 | .0404 | .0437 | .0477 |
| 1.10 | .0177 | .0216 | .0262 | .0314 | .0423 | .0458 | .0500 |
| 1.15 | .0185 | .0225 | .0274 | .0329 | .0442 | .0479 | .0523 |
| 1.20 | .0194 | .0235 | .0286 | .0343 | .0462 | .0500 | .0545 |
| 1.25 | .0202 | .0245 | .0298 | .0357 | .0481 | .0521 | .0568 |
| 1 30 | .0210 | .0255 | .0310 | .0371 | .0500 | .0542 | .0591 |
| 1 35 | .0218 | .0265 | .0321 | .0386 | .0519 | .0562 | .0614 |

COST OF ICE CREAM PER SCOOP

NUMBER OF DIPS FROM IMPERIAL GALLON—(3 Quarts)

FOR CANADIAN USE

| Size of Scoop | 30 | 24 | 20 | 16 | 12 | 10 | 8 |
|------------------------------------|-------|-------|-------|-------|-------|-------|-------|
| Average number of Scoops to Gallon | 77 | 64 | 52 | 44 | 33 | 30 | 28 |
| Price per Gallon \$1.00 | .0130 | .0156 | .0192 | .0227 | .0303 | .0333 | .0357 |
| 1.05 | .0136 | .0164 | .0202 | .0239 | .0318 | .0350 | .0375 |
| 1 10 | .0143 | .0172 | .0212 | .0250 | .0333 | .0367 | .0393 |
| 1 15 | .0149 | .0180 | .0221 | .0261 | .0348 | .0383 | .0411 |
| 1.20 | .0156 | .0188 | .0231 | .0273 | .0364 | .0400 | .0429 |
| 1.25 | .0162 | .0195 | .0240 | .0284 | .0379 | .0417 | .0446 |
| 1.30 | .0169 | .0203 | .0250 | .0295 | .0394 | .0433 | .0464 |
| 1.35 | .0175 | .0211 | .0260 | .0307 | .0409 | .0450 | .0482 |
| 1 40 | .0182 | .0219 | .0269 | .0318 | .0424 | .0467 | .0500 |
| 1.45 | .0188 | .0227 | .0279 | .0330 | .0439 | .0483 | .0518 |
| 1.50 | .0195 | .0234 | .0288 | .0341 | .0455 | .0500 | .0536 |

COSTS PER SERVING FOR CRUSHED FRUITS

| | | | | | | | | | | | |
|---|-------|-------|-------|-------|--------|--------|-------|--------|--------|--------|--------|
| Cost per dozen No. 10 tins | 16.00 | 17.00 | 19.00 | 21.00 | 23.00 | 25.00 | 27.00 | 29.00 | 31.00 | 33.00 | 35.00 |
| Cost per No. 10 tin (3 quarts) before cutting with simple syrup (1/12 of the dozen price) | 1.25 | 1.42 | 1.58 | 1.75 | 1.92 | 2.08 | 2.25 | 2.42 | 2.58 | 2.75 | 2.92 |
| Cost of 1 1/2 gallons of simple syrup for 2 to 1 dilution, 6 lbs. of sugar at 5c lb. and 1/2 gallon of water makes 1 gallon of simple syrup at cost of 30c. | .45 | .45 | .45 | .45 | .45 | .45 | .45 | .45 | .45 | .45 | .45 |
| 1 No. 10 tin of fruit (3 quarts) plus 1 1/2 gallons simple syrup makes 2 1/2 gallons ready-for-use fruit at a total cost of | 1.70 | 1.87 | 2.03 | 2.20 | 2.37 | 2.53 | 2.70 | 2.87 | 3.03 | 3.20 | 3.37 |
| Or a per gallon cost of | .7556 | .8311 | .9022 | .9778 | 1.0533 | 1.1244 | 1.20 | 1.2756 | 1.3467 | 1.4222 | 1.4978 |
| Now figure your cost per serving: | | | | | | | | | | | |
| 1 1/2 ounces or 1/86 gallon of fruit costing | .0089 | .0097 | .0106 | .0115 | .0123 | .0132 | .0141 | .0149 | .0158 | .0167 | .0176 |

COSTS PER SERVING FOR CONCENTRATED SYRUPS

| | | | | | | | | | |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Concentrated Syrup costs per gallon | 2.00 | 2.20 | 2.40 | 2.60 | 2.80 | 3.00 | 3.20 | 3.40 | 3.60 |
| Cost of 3 gallons of simple syrup using 6 lbs. sugar at 5c lb. and 1/2 gallon of water for each gallon of simple syrup | .90 | .90 | .90 | .90 | .90 | .90 | .90 | .90 | .90 |
| Add the 3 gallons of simple syrup to the gallon of concentrated syrup giving you 4 gallons of ready-for-use syrup at total cost of | 2.90 | 3.10 | 3.30 | 3.50 | 3.70 | 3.90 | 4.10 | 4.30 | 4.50 |
| Or a per gallon cost of ready-for-use syrup of | .725 | .775 | .825 | .875 | .925 | .975 | 1.025 | 1.075 | 1.125 |
| Now figure your cost per serving: | | | | | | | | | |
| 1 oz. | .0057 | .0060 | .0065 | .0069 | .0073 | .0076 | .0080 | .0084 | .0088 |
| 1 1/2 oz. | .0086 | .0090 | .0098 | .0104 | .0110 | .0114 | .0120 | .0126 | .0132 |
| 2 oz. | .0113 | .0121 | .0129 | .0137 | .0145 | .0152 | .0160 | .0168 | .0176 |

TOPPING AND GARNISH COSTS

| | | | | | |
|----------------------------|----------------|------|---------------------------------------|----------------|--------------|
| Chocolate Syrup: | | | Garnish | | .003 to .008 |
| For Sodas and Milk Drinks | 1 1/2 oz. cost | .015 | Marshmallow | 1 1/2 oz. cost | .0045 |
| For Sundaes (heavy) | 1 1/2 oz. cost | .024 | Heavy Butterscotch and Carmel | 1 1/2 oz. cost | .017 |
| Hot Fudge | 1 oz cost | .03 | Malted Milk Powder per serving approx | ea. | .0075 |
| Carbonated Water: | | | Nuts in Syrup | 1 1/2 oz. | .0176 |
| Soda Service | | .008 | Dry Nut pieces | 1/2 oz. | .015 |
| 1 Soda Spoon Whipped Cream | | .008 | Waste Allowance | | .003 |

SODA FOUNTAIN CONTROL

The soda fountain department is a very profitable department when properly controlled. The old saying that knowledge is power is particularly true in the management of any business. A manager of a manufacturing plant, a wholesale house, a retail store, or any department in any of them, must have the facts that relate to profits and losses if he is to get the largest legitimate profit from his operations.

There have been numerous methods of fountain control published by various organizations. The Ice Cream Merchandising Institute realized this and felt that it wanted to give to its members and to their dealers the very best possible method of easily effected control. The Institute realized that the method of control must be complete and yet it must be simple rather than cumbersome. The Institute took its problem to the Statistical and Accounting Bureau of the International Association of Ice Cream Manufacturers, which is jointly supported by the International Association of Ice Cream Manufacturers and the Dairy Industries Supply Association. The Statistical and Accounting Bureau collected the various methods of fountain control that it could obtain, edited them and revised them, and gives herewith the best features of each method. When this method of inventory and fountain control is followed, together with the instructions printed herewith, the fountain operator will be able to know how much his fountain is making for him. Every one of the amounts you will obtain from keeping this method of control is significant, and after you have obtained the record for a few months you will find that you are gradually developing a history of operation which will be invaluable to you in determining future policies in the operation of your fountain.

The Fountain Inventory

If a mistake of \$1.00 is made in the inventory, a mistake of \$1.00 will be made in computing the profit for the fountain. In other words, the profit which you determine the fountain has made is just exactly as reliable as is the inventory you take to help in determining that profit.

The Soda Fountain Inventory Sheet, which is submitted herewith, has been chosen because it sets forth the essential items, but does not go into more detail than is necessary. It is not necessary, for the purposes of computing a profit, to list each can of flavor separately. It is advisable, however, to list the number of cans of flavor which cost the same price per can, and then multiply this unit cost per can by the total number of cans, to obtain the total value of the inventory.

Inventories should always be figured at cost, never at selling price. The customary phrase which is used for describing the values of inventories in income tax reports is "cost or market, whichever is lower." This simply means that your inventory is figured at cost unless for some reason or other the actual market value of the inventory has dropped below what you paid for the items in question. It is always easy to determine the cost of the items on the inventory. The invoices which you received from the people from whom you buy will have this amount on them.

There are a number of blank lines on the inventory record. These can be used for listing items which are not already listed on this record.

Fountain Control Record

One person should be made responsible for keeping this record, and this responsibility

should include the details of seeing that all information is obtained that is required on the record.

Your cash receipts at the fountain must of course be kept separate from the receipts from other departments in your store if you are to obtain the amount of profit your fountain produces. If the store practice is to ring up on a cash register one amount representing a sale of several products, all of which are not from the same department, a ticket or notation of some kind can be put in the fountain cash register so that the total of the day's sales at the fountain register can be corrected to reflect the actual total fountain sales. It is important that this record be kept up each day. It will only take a few moments to enter each day's record as the transactions occur, and a delay very often means that some important items will not be included.

Daily Sales

In this column is entered the total of the fountain daily sales as obtained or corrected from your cash register. It is important that this amount is accurate. In future years the information you collect in this column will be valuable to compare with the sales in those years.

Material Costs

In the columns provided for the materials should be entered the amount of ice cream purchased, syrup purchased, fluid milk, and merchandise purchased, luncheon supplies, ice, dry ice, or gas purchased. The amount should be entered when the material and the invoice are received. You should not wait until the bill is paid, if it is not paid for some time after the invoice is received. You are interested in obtaining accurate profit figures, and they can only be

obtained by collecting your data in the manner described. The column for total purchases should include an amount equal to all of the other columns under the general heading "Material Costs."

Expenses Incurred at the Fountain

In this section are included columns for wages, laundry, repairs, and miscellaneous expense. In the miscellaneous expense column should be included such items as straws, napkins, glassware, paper cups, advertising, and any other charges paid at the fountain which are not material costs. A third section, "Partly Assigned Expense" has been included. In it are columns for supervisory and part-time wages, electricity, gas, water, bad debts, rent, and depreciation, in addition to the total column. The wages of the owner or manager, which will be the cost of the time he spends in supervision of the fountain, should be entered in this column, as well as an amount which represents the time which is spent at the fountain by someone not regularly employed at the fountain.

If you have separate meters for electricity, gas, or water used at the fountain, the amounts for these costs are easily determined. If you do not have separate meters, your local electric and gas companies will usually be very glad to help you determine the proportion of the total store bill which should be charged against the fountain.

Bad debts of course simply represent amounts which have been charged for fountain items sold, but which it has been impossible to collect.

Your fountain and fountain equipment rep-

resent an investment which has been paid for, but which will last you a number of years. Of course you bought this equipment only because you thought it would return you a profit. In order to have it return you a profit you must get its cost into the cost of operating a fountain. 10% is the usual amount of depreciation taken for this type of equipment. Taking 10% depreciation really means that you are estimating that your equipment will last 10 years. In order to get your monthly depreciation charge simply divide the total cost of all your equipment by 120, since there are 120 months in 10 years. The result will give you the monthly depreciation charge to be entered in that column.

The fountain occupies space in the store, and if you are paying rent for the store the fountain should return its fair proportion of the rent. The proper way to do this is to determine the amount of floor space occupied by the fountain, stools, tables, etc. and then determine the proportion or percentage of the total floor space of the store that is occupied by the fountain. This proportion or amount of the total rent paid should be charged against the fountain. Should you own your own store and not pay rent, you have other charges in lieu of rent. These are building depreciation, taxes, insurance, etc. Their total for the store should be obtained and charged to the fountain on the basis of the proportion of the total floor space of the store occupied by the fountain, exactly as described above for rent.

Gross Profits Statement

In this statement is entered the total sales for the month obtained from the Fountain Control

Record daily sales column. The total of the inventory at the end of the preceding month and the total of the purchases from the total purchase column in the Fountain Control Record are entered and added. From that total is deducted the amount of the inventory at the end of the month for which the profit is being obtained. This result is then deducted from the sales, and the gross profit for the month is the result.

Operating Profits Statement

In the Operating Profits Statement the gross profit for the month is brought down from the Gross Profits Statement. From the total column in the expense incurred at the fountain section of the Fountain Control Record is obtained the total expense incurred at the fountain entered on this statement. From the total column in the partly assigned expense section is obtained the total of the partly assigned expense entered in this section. The total of these two expenses is obtained and deducted from the gross profit for the month. The result is the operating profit for the month.

There are certain other expenses which are for the store as a whole and which have not been charged against the fountain. These include such items as general advertising, delivery, if any, office expenses, general insurance, interest, etc. Ordinarily the total of all of these items is small and only a fair proportion of their total should be charged against the fountain on the Net Profit Statement. Such items as the tax for Federal Old Age Pensions can be computed exactly and this amount charged in the general overhead charge. Deducting the fountain's share of the total of these expenses from the operating profit gives the total net profit for the month.

SODA FOUNTAIN INVENTORY

Month of _____

Date Taken _____

Taken By _____

| | | | | Quantity | UNIT | Average Cost per Unit | TOTAL COST | | | | | Quantity | UNIT | Average Cost per Unit | TOTAL COST | | | | | Quantity | UNIT | Average Cost per Unit | TOTAL COST |
|------------------------------|--|--|--|----------|-------|-----------------------|------------|----------------|--|--|--|----------|-------|-----------------------|------------|------------------|--|--|--|----------|------|-----------------------|------------|
| ICE CREAM | | | | | Bulk | | | MILK | | | | | Bulk | | | LUNCHEONETTE | | | | | | | |
| Package | | | | | | | | Bottled | | | | | | | | BREAD | | | | | | | |
| Creamsicles, Popsicles, etc. | | | | | | | | WHIPPING CREAM | | | | | | | | BUTTER | | | | | | | |
| SYRUPS | | | | | | | | CONDENSED MILK | | | | | | | | ASSORTED CHEESE | | | | | | | |
| SIMPLE SYRUP | | | | | | | | MALTED MILK | | | | | | | | SALADS | | | | | | | |
| FLAVORED SYRUPS | | | | | | | | BUTTERMILK | | | | | | | | MEATS | | | | | | | |
| COCO COLA | | | | | | | | | | | | | | | | | | | | | | | |
| CHOCOLATE SYRUP | | | | | | | | FRUITS | | | | | | | | | | | | | | | |
| SYRUP EXTRACTS | | | | | | | | ORANGES | | | | | | | | | | | | | | | |
| CONDENSED CHOCOLATE | | | | | | | | LIMES | | | | | | | | | | | | | | | |
| | | | | | | | | LEMONS | | | | | | | | PASTRY | | | | | | | |
| | | | | | | | | MISC. FRUITS | | | | | | | | TOMATOES | | | | | | | |
| | | | | | | | | CRUSHED FRUITS | | | | | | | | PICKLES | | | | | | | |
| | | | | | | | | | | | | | | | | RELISH | | | | | | | |
| | | | | | | | | MISCELLANEOUS | | | | | | | | MAYONNAISE | | | | | | | |
| BOTTLED DRINKS | | | | | | | | NUTS | | | | | Ass'd | | | OLIVES | | | | | | | |
| BOTTLED SODA | | | | | | | | CONES | | | | | | | | LETTUCE | | | | | | | |
| GINGER ALE | | | | | Qts. | | | SUGAR | | | | | | | | COFFEE | | | | | | | |
| | | | | | Pints | | | EGGS | | | | | | | | TEA | | | | | | | |
| | | | | | Split | | | CARBONIC GAS | | | | | | | | CHOCOLATE POWDER | | | | | | | |
| GRAPE JUICE | | | | | Qts. | | | SEALRITES | | | | | Qts. | | | | | | | | | | |
| | | | | | Pints | | | | | | | | Pints | | | | | | | | | | |
| | | | | | Split | | | ICE | | | | | | | | CANNED GOODS | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | |
| CEREAL BEVERAGES | | | | | | | | | | | | | | | | | | | | | | | |
| MINERAL WATER | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | | | | | | | | | | | | | | | | | | | | | | |

THE ICE CREAM MERCHANDISING INSTITUTE FOUNTAIN CONTROL RECORD

Fountain Operating Record Month of

Posted by

| DATE | Day of Week | DAILY SALES | MATERIAL COST | | | | | EXPENSE INCURRED AT THE FOUNTAIN | | | | | PARTLY ASSIGNED EXPENSE | | | | |
|----------------|-------------|-------------|---------------|--------|------------------------|----------------|---------|----------------------------------|-------|---------|---------|-------|-------------------------|-------------------------------|-----------------------|-----------------------------|---------------|
| | | | ICE CREAM | SYRUPS | Fruit-Milk Merchandise | LUNCH SUPPLIES | ICE GAS | TOTAL PURCHASES | WAGES | LAUNDRY | REPAIRS | MISC. | TOTAL EXPENSE | Supervisory & Part-time Wages | Electricity Gas-Water | Bad Debts-Rent Depreciation | TOTAL EXPENSE |
| 1 | | | | | | | | | | | | | | | | | |
| 2 | | | | | | | | | | | | | | | | | |
| 3 | | | | | | | | | | | | | | | | | |
| 4 | | | | | | | | | | | | | | | | | |
| 5 | | | | | | | | | | | | | | | | | |
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| 7 | | | | | | | | | | | | | | | | | |
| 8 | | | | | | | | | | | | | | | | | |
| 9 | | | | | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | | | | | |
| 11 | | | | | | | | | | | | | | | | | |
| 12 | | | | | | | | | | | | | | | | | |
| 13 | | | | | | | | | | | | | | | | | |
| 14 | | | | | | | | | | | | | | | | | |
| 15 | | | | | | | | | | | | | | | | | |
| 16 | | | | | | | | | | | | | | | | | |
| 17 | | | | | | | | | | | | | | | | | |
| 18 | | | | | | | | | | | | | | | | | |
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| 21 | | | | | | | | | | | | | | | | | |
| 22 | | | | | | | | | | | | | | | | | |
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| 24 | | | | | | | | | | | | | | | | | |
| 25 | | | | | | | | | | | | | | | | | |
| 26 | | | | | | | | | | | | | | | | | |
| 27 | | | | | | | | | | | | | | | | | |
| 28 | | | | | | | | | | | | | | | | | |
| 29 | | | | | | | | | | | | | | | | | |
| 30 | | | | | | | | | | | | | | | | | |
| 31 | | | | | | | | | | | | | | | | | |
| MONTHLY TOTALS | | | | | | | | | | | | | | | | | |

GROSS PROFIT STATEMENT %
SALES FOR MONTH 100%

Last Mo. Inventory ..
This Mo.
Purchases (add)
TOTAL
This Mo. Inventory ..
(sub)
TOTAL MDSE. COST
(Sub)

GROSS PROFIT THIS MONTH

OPERATING PROFIT STATEMENT %

GROSS PROFIT
Expense Incurred at the Fountain
Partly Assigned Expense
TOTAL OPR. EXP.
(Sub)

OPER. PROFIT THIS MO.

NET PROFIT STATEMENT %

OPERATING PROFIT
Loss
General Overhead ...
(Sub)

TOTAL NET PROFIT THIS MONTH

INDEX

| | Page | | Page |
|---------------------------------------|-------|--------------------------------|-----------|
| Carbonation | 10-11 | Ice Cream (<i>continued</i>) | |
| Cleanliness Schedules | 4-5 | Special Services | 58-63 |
| Definitions | 75 | Sundaes | 28-45 |
| Description Helps To Sell | 85 | Ideas—Do's and Don't's | 87 |
| Dipping | 6-7 | Luncheonette— | |
| Cost Chart | 90 | Menus, Salads, Sand- | |
| Distribution of Fountain Volume | 26-27 | wiches, etc. | 68-83 |
| Equipment Maintenance | 23 | Merchandising | |
| Fruits, Syrups and Toppings | 48-49 | Back Bar | 16-17 |
| Cost Charts | 91 | Plans | 44 and 56 |
| He Who Makes | | Window | 66-67 |
| Gross | 88 | Opening or Remodelling | 86 |
| Net | 89 | Service | 8-9 |
| Sales Increase | 24-25 | Sherbets | 52-55 |
| Ice Cream | | Soda Fountain Control | 92-93 |
| Banana Splits | 62-63 | Sample Accounting Forms | 94-95 |
| Mixed Drinks | 18-22 | Suggested Signs | 84 |
| Sodas | 12-15 | "Take Home" | 64-65 |

THE ICE CREAM MERCHANDISING INSTITUTE, INC., Washington, D. C., releases each year new and modern sales building ideas for ice cream merchandising. This material is designed for use both by the wholesale ice cream manufacturer and the retail store whom he serves. There may be information needed and necessary, other than that contained in this edition of "Let's Sell Ice Cream". The Institute is equipped to help in such events wherever possible. Its entire facilities are at the service of its members.

